

AMERICAN NURSERYMAN

The Nurseryman's Forte: To Make America More Beautiful and Fruitful

AUGUST 1, 1953



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The Nurseryman's Forte: To Make America More Beautiful and Fruitful

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Forms for the August 15 issue will close Monday, August 3.

Forms for the September 1 issue will close Monday, August 17.

Mail copy to arrive at Chicago by these dates—no later!

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**to a special storage warehouse
located near your nursery...
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Our exclusive distribution system makes buying rosebushes from us like having the famous mountain valley of Hemet, California, next door to your nursery!

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Upon arrival at one of our eight warehouses, indicated on the above map, your rosebushes are stored under ideal temperature and humidity conditions to assure dormancy. Cases are marked to make withdrawal easy—and *we pay the storage!* Your only cost is transportation from point of storage to your nursery.

With this unique and exclusive distribution system, plus the reputation for quality Howards of Hemet has built over the past 45 years, you can be sure you are getting the finest rosebushes in the world.

Write for 1953-54 Price List

HOWARDS of HEMET
"Seasoned Rosebushes"
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AMERICAN NURSERYMAN

F. R. KILNER
Editor and Publisher

KENNETH A. BRENT
Managing Editor

Editorial

BUILDING HITS NEW HIGH

Among other harbingers of optimism over the future prosperity of the nursery industry comes a report from the federal government that the United States is enjoying the biggest construction boom in history. The report, released in July, showed that expenditures for building activity reached the highest level on record during the first six months of 1953.

Even allowing for higher costs, more building is going on than ever before, including the upsurge in World War II. A joint report by the departments of commerce and labor said construction spending reached peak levels in every one of the first six months of this year. Total construction spending through June was \$16,000,000,000, almost 8 per cent above the first six months of 1952.

Of particular interest to nurserymen is residential building, and the picture is bright. This type of construction during the first half of the year totaled \$5,400,000,000, an increase of about 9 per cent from the previous year. Spending for private home building in June alone reached \$1,100,000,000, the largest figure for any month in two and one-half years.

Further good news is contained in a statement of the National Association of Home Builders to the effect that new housing legislation recently passed by Congress can be the means of removing the major obstacle to large volume home construction through 1954. The statement said that Congress has now given the Eisenhower administration "some of the tools needed to maintain the stable rate of home building that is so necessary to the national prosperity."

The home builders group contended that the most important provision in the new legislation was that which authorized the president to cut the federal housing administration's minimum down payment requirements to as little as 5 per cent on mortgages of \$12,000 or less. The present minimum is 20 per cent.

These facts and these predictions taken together augur a bright immediate future for the nursery indus-

try. They do not mean, however, that the industry can afford to become complacent and prepare to sit back and wait for the profits to roll in. The iron is indeed hot, and it is time for the industry to strike, by accelerating its promotional endeavors and stepping up individual sales efforts.

If nothing else, the rosy prospects in the nursery and landscaping industry are likely to lure outsiders into the trade, both those now in other businesses and looking for a side line and the opportunists who flit from trade to trade in pursuit of a fast dollar. It is up to nurserymen to see that whatever good derives from this boom accrues to the benefit of legitimate members of the industry.

OUT-OF-TRADE COMPETITION

The previous editorial on this page mentions the possibility of the prosperity of the nursery industry's attracting individuals outside the trade to the sale of nursery industry products. This sort of thing is an ever-present danger, one which has been met with varying degrees of success by other industries. Its most unfortunate aspect is that the outside operators are interested only in taking what they can from the industry while making no contributions to it.

Certain industries have met the problem of outside competition by adopting the franchise system, whereby manufacturers and wholesalers agree to distribute their products only to selected retailers who are presumed to possess certain qualifications acceptable to the former. Sometimes the franchises are awarded on an exclusive basis for given territories, sometimes not, but in either case the dealers are hand-picked.

This plan has succeeded to a considerable extent in a number of industries, but it does have certain disadvantages. For one thing, it requires complete cooperation and agreement among manufacturer, wholesaler and retailer, and this is often difficult to obtain because of the reluctance of the former two to restrict their distribution in any way. Perhaps it is not reasonable to expect them to do so.

For the nurseryman, there is really only one way to meet the threat (or the reality) of out-of-trade competition, and that is by maintaining

high standards of merchandising and service to the customer. The merchant who gives the customer what he wants, when he wants it and backs up his sale with professional advice and service does not have to worry about competition.

The independent retail druggists, to name one prominent group, have been expending much time and money berating the supermarkets for "stealing" much of their trade in packaged drug products. Their plight evokes little sympathy, however, since with most drug items fair traded the supermarkets have no price advantage and their success in the drug field is based simply on superior merchandising practices.

It would pay the druggists to stress, among other things, that the professional services offered by the retail pharmacy make it a safer and more desirable place to buy drugs. By the same token, it behooves the nurserymen to emphasize the desirability of purchasing plant materials and garden supplies from a professional in the field of horticulture. This is a potent selling point, which should be exploited to the utmost.

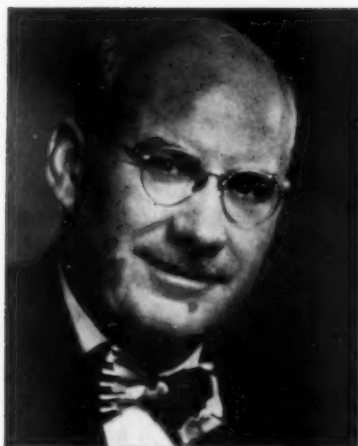
The problem of out-of-trade competition, whether it be supermarkets, fringe operators or others, is one that has to be met sooner or later by every merchant. The nurseryman should meet the problem squarely and without fear, secure in the knowledge that competition is but a motivating force in the performance of bigger and better deeds for himself and for the industry.

TREES FOR TURKEY

Two hundred seedling trees donated by the California Association of Nurserymen have arrived at Ankara by air to be planted in the landscaped grounds of the Ataturk memorial being constructed in Turkey's capital city. The seedlings were delivered to Turkish officials by the agricultural attache of the United States embassy. Cypress and cedar seedlings were chosen because of Ankara's climate.

The 100 Arizona cypress seedlings and 100 incense cedar seedlings were air-expressed from New York to Ankara by the American-Turkish society at New York, which co-operated financially to ensure their being replanted at Ankara with the least possible delay.

The Mirror of the Trade



John D. Siebenthaler
[Elected President of A. A. N.]



J. B. Baker, Jr.
[Elected Vice-president of A. A. N.]

A. A. N. Denounces Unethical Ads

The campaign to eradicate false and misleading advertising in the nursery industry attracted the most interest at the 78th annual convention of the American Association of Nurserymen, held at the Waldorf-Astoria hotel, New York, July 19 to 23. This is the same topic which highlighted the 1952 A. A. N. meeting at Detroit. The big New York show drew a registration of 1,040.

A series of reports by local A. A. N. advertising review boards set up last year to screen published horticultural advertising copy clearly indicated that much remained to be done to bring the situation under control. Charges were heard that certain firms within the membership of the

A. A. N. were themselves involved with spurious advertising copy.

Possibly in the belief that the present administration at Washington is maintaining a more helpful and less restrictive attitude toward business, the trade practices committee of the association recommended in a report that the nursery industry meet with the federal trade commission to formulate a set of trade practice rules for the industry. Such a program, although involving government action, was deemed essential by the committee to augment the work now being done within the industry. A representative of the FTC was on hand to assure that agency's willingness to assist the nurserymen.

A detailed account of this portion of the program will be found in the story beginning on page 12.

Elections of Officers

Elections of officers and directors at the meeting were made without opposition. John D. Siebenthaler, Dayton, O., was elected president. Mr. Siebenthaler advanced from the vice-presidency and was acclaimed by the membership for his record in that position and in the position of treasurer of the association, which he has held for several years. J. B. Baker, Jr., Fort Worth, Tex., was elected vice-president. Mr. Baker has served as director from region 5.

John Fraser III, Huntsville, Ala., was elected director from region 2. Vernon Marshall, Arlington, Neb., was named to the post of director

from region 4. For region 6, Clyde Stocking, San Jose, Calif., was elected director. Peter J. Cascio, West Hartford, Conn., retiring president of the association, was elected director at large. The directors for regions 2, 4 and 6 were re-elected, all having served during the previous term.

To fill the unexpired term of John Siebenthaler as director from region 3, Robert Hobbs, Bridgeport, Ind., was elected. In another election, William Flemer, Jr., Princeton, N. J., was elected to succeed himself for a 3-year term on the board of trustees.

A surprisingly large number of delegates and other members were



Peter J. Cascio
[Elected A. A. N. Director at Large]



John Fraser III
[Re-elected A. A. N. Director, Region 2]



A small portion of the plant display set up by the American Association of Nurserymen in the lobby of the Waldorf-Astoria hotel during the New York convention. It was generally agreed that it was one of the finest displays the A. A. N. had executed at these conventions.

on hand for the first general session of the association, which was held in the Astor gallery of the Waldorf-Astoria, Monday morning, July 20. Peter J. Cascio led off the meeting with the president's address and departed from normal procedure by opening the address with a poem. The poem set forth the accomplishments of the association during the past year in easy-to-swallow form, as a quotation of a few of the verses will show:

The time has come, as you can see,
for this, the annual report from
me;
So listen well, and I will tell, the
status of our industry!
Our membership has doubled in just
these last ten years
And in my many travels the certainty
appears
That lots of folks would join us, if
they just had the chance.
The program "Plant America" has
grown by leaps and bounds,
Ohio people led this year in land-
scaping their grounds
They "cleaned up" and they "painted
up" and they "fixed up," too,
Then after that they planted things
—my gosh! And how they grew!

After thanking various committees' individual members for their accomplishments during the past year, Mr. Cascio went on to summarize the accomplishments of the association since its reorganization in 1937. Some of the things he cited were these:

The association has

1. Eliminated 90 per cent of interstate trade barriers existing in 1937.
2. Strengthened, by amendment,

the plant quarantine act of 1912.

3. Secured an agricultural classification for the industry and its employees in many federal laws, including the social security and wage-hour laws, interstate commerce act and others.

4. Acted as a "policeman" over government competition in the production and distribution of government-produced nursery stock.

5. Promoted "living memorials" after World War II, instead of "war material" monuments.

6. Cooperated with the National Council of Federated Garden Clubs in the Blue Star Memorial highway program of landscaped markers.

7. Assisted the United States Army engineers in their camouflage activities with plant materials in World War II.

8. Established a plant registration system for new woody plants exclusive of roses.

9. Maintained, by amendment to postal laws, size and weight limits on parcel-post shipments of nursery stock when all others were reduced.

10. Secured the first industry-wide exemption from price control for nursery stock and landscape services.

11. Obtained permission for the rubber companies to use natural rubber for rubber budding strips during the war.

12. Obtained permission for the nursery industry in California and Arizona to use normal quantities of tin cans for nursery stock production during and after the war in

spite of complete prohibition originally ordered.

13. Secured ruling from agriculture and labor departments to certify nursery stock production as "essential" to the American economy.

14. Secured recognition of nursery production as a farm enterprise entitled to use Mexican nationals as farm labor.

15. Secured, by amendment to the motor carriers' act, a definite, clear exemption for horticulture, including nursery stock, from ICC regulation over trucks.

16. Aided state association activity in many major programs, which would have been more difficult if the national association had not been available for consultation and direction.

17. Conceived, initiated and sponsored the ever-expanding "Plant America" program.

Having finished his listing of the association's accomplishments, the president continued, "But let us not rest on our laurels. Let us continue. There are problems of research, labor, taxes, growing, propagating, packaging, merchandising, radio, television, public relations and 'Plant America' in which there is room for progress and advancement. I recommend we look to these future horizons:

"1. Continue and expand the nation-wide 'Plant America' program.

"2. Establish an industry-sponsored research foundation.

"3. Continue our product promotion campaign and expand it as the association may direct.

"4. Continue the association's leadership against misleading and false horticultural advertising.

"5. Continue efforts to strengthen the plant quarantine act of 1912 and regulations of plant quarantine 37 in order to protect, in so far as possible, American agricultural, horticultural and forestry resources from becoming exposed to the ravages of introduced insects and plant diseases.

"6. Continue cooperation with the national plant boards, other agricultural and horticultural organizations and government, both state and national, in programs promoting the nursery industry."

Mr. Cascio was followed on the program by Dr. Richard P. White, the association's executive secretary, who commented that substantial progress has been made in the effort to suppress false and misleading advertising in the horticultural industry. He cautioned, however, that

every member of the industry would have to use all the tools at his command to correct this unsavory situation. "To enter a war with the intent of not winning," he stated, "will certainly result in widespread dissatisfaction and justified doubt as to the integrity of our purpose."

Dr. White introduced the subject of quarantines by observing that the whole field of federal-state relationships is under consideration by the Eisenhower administration. He said that the trend is to turn back to the states for state administration as much as possible of that which gravitated away from the states during the past two decades. While stating that he personally supported such a trend, Dr. White added that there are certain matters which are peculiarly a federal responsibility, and one of them, he said, is the matter of domestic quarantines. This is especially true whenever a large part of the country is being protected by quarantine from the introduction of plant pests that exist only in a relatively small area.

Dr. White cited several matters which would have to be discussed and settled in the field of quarantine during the coming year. These are:

1. The future policy with regard to the Japanese beetle quarantine.
2. Clarification of federal-state responsibility and domestic quarantine matters generally.
3. The policy with regard to many proposed amendments to the rules and regulations of quarantine 37.
4. Possible action looking toward the amendment of the plant quarantine act of 1912.

Reports on Group Insurance

Curtis H. Porterfield, A. A. N. administrative assistant, reported on the costs and benefits of the association's group insurance plan. As has been previously reported, the plan went into effect January 1, 1953. As of the time of the meeting, there were, according to Mr. Porterfield, 140 firms and 931 employees covered by the plan. Insurance coverage amounts to \$2,038,000.

Mr. Porterfield reviewed the benefits of the plan and then went on to say that such insurance coverage amounts to a "fringe" benefit that will enable the nursery industry to compete with other industries for the labor which it needs so badly. Nearly every industrial organization, he said, provides similar coverage for the protection of its workers. He also noted that even at this early stage in the plan's operation

more than \$14,465 has been paid in claims to nurserymen.

After Mr. Porterfield's talk came the report of the market development and publicity committee. J. Awdry Armstrong, Ontario, Calif., read the report for Howard C. Taylor, chairman of the committee, since he was engaged in special convention duties. Mr. Armstrong reported that the results of the market development work during the past fiscal year were more encouraging than ever before. He stated that the press-clipping organizations servicing the association had supplied two and one-half times more clippings than during the previous fiscal year, with a total of 8,000 clippings received. Since it is estimated that only 10 per cent of the actual number of stories published are clipped by the clipping bureaus, it would appear that some 30,000 stories in behalf of the nursery industry had appeared in the nation's newspapers during the past fiscal year. Mr. Armstrong also reported the incidence of garden sections in the newspapers is increasing, and much of the credit for this he gave to the clip sheets being sent out of the association's publicity office. There were, he said, six nation-wide radio and television pro-

grams promoting the nursery industry during the past year.

Mr. Armstrong's remarks were amplified by Howard P. Quadland, who stated that his public relations office had sent out during the past year a total of 150,000 stories to 5,200 papers (an average of about 30 stories to each of the newspapers).

Mr. Quadland expressed the belief that the "Plant America" program in the state of Ohio had increased nursery business in that state by 25 per cent. In support of his belief he cited the fact that A. A. N. dues from Ohio had increased 25.5 per cent during the past year, as opposed to an increase of 10.8 per cent for the nation as a whole.

Mr. Quadland proposed that efforts should be made by the industry to de-emphasize the seasonal aspects of the nursery industry and to sell the public on the idea of spring, summer and fall planting seasons. He stated that a few weeks of bad weather during the present limited selling season could knock out a substantial proportion of potential sales, whereas in a longer season a similar period of inclement weather would not have so great an effect.

Mr. Armstrong then returned to the podium to ask that the board of

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Dr. A. M. S. Pridham, left, of Cornell University, is congratulated by Peter J. Cascio, retiring president of the American Association of Nurserymen, upon winning the Norman Jay Colman award for 1953. Dr. Pridham won the award for his paper on chemical defoliation of nursery stock, published in the proceedings of the Northeastern Weed Control Conference.

Nursery and Landscape Men Hold Symposium on Sales —

Instead of holding separate sessions for growers, retailers and landscape nurserymen for the convention's education day, this year the National Landscape Nurserymen's Association held joint sessions with the A. A. N. Tuesday, July 21, with the meeting room filled to capacity. Charles Armstrong, Capital Nursery Co., Sacramento, Calif., president of the N. L. N. A., opened the morning session with a short talk on the accomplishments and aims of the landscape association.

"Sales, Salesmen and Salesmanship" was the title of a symposium moderated by David S. Stump, assistant general manager of Armstrong Nurseries, Ontario, Calif., who has had experience in wholesale, retail and landscape selling and whose firm operates six retail salesyards and two landscape departments. The word symposium means a free exchange of ideas, said Mr. Stump, and he directed the discussion to fulfill this definition. James Wilson, Peters & Wilson Nursery, Millbrae, Calif., and Louis Hillenmeyer, Jr., Hillenmeyer Nurseries, Lexington, Ky., handled the roving microphones over which participants from the audience made their ideas heard.

Subjects for discussion had been selected prior to the convention by A. A. N. members, who were asked to choose from a list of 15 problems related to selling. Over 600 returns were received. Salesyard

techniques in selling was first choice for discussion and drew the following remarks:

"Location of the salesyard is of great importance, and in most instances a site on a main highway near a city is most favorable," said E. M. Quillen, Waynesboro Nurseries, Inc., Waynesboro, Va. Only fresh, clean stock, properly tagged as to name and price, should be displayed and sold.

"Nurserymen are in the business of selling beauty and should make their salesyards a place of beauty, with attractive landscape plantings and architecture," said Seth Kelsey, Harlan P. Kelsey, Inc., East Boxford, Mass.

Handling Finicky Customers

Mr. Bartle, Hagerstown Nursery Co., Hagerstown, Md., queried how to prevent customers from asking for stock to be dug for their selection, instead of selecting from plants ready for delivery in the salesyard, when the growing grounds are adjacent to the salesyard. C. Ingels, Henry Nurseries, Henry, Ill., suggested that an extra charge be added for personal selection. Ernest Durrant, Durrant Nurseries, Grand Rapids, Mich., said that a complete selection of stock in the salesyard forestalls the problem. Henry Schnitzius, New Augusta Nursery, New Augusta, Ind., said that at his nursery customers make their selections from growing stock, which is dug later and then either called for by the customer or delivered by the nursery.

The use of signs and price tags as sales stimulants was the second topic for discussion. James Wilson described a plant label printed on weatherproof paper which his firm uses. It is similar to the type used on lumber stacks. The California Association of Nurserymen makes available to its members a uniform label at \$12 per thousand. This is a printed label on which the designated information is filled in with a wax or weatherproof pencil. Space is made for the botanical and common names and the rest of the description is given by checking the proper ballot boxes placed after the



Charles Armstrong

descriptive terms, such as type—deciduous or evergreen; growth habit—low, climbing, tall, etc.; flowering or not, and, if flowering, the color. These labels may be attached to stakes in the display bed. The price is not printed on this master label, but on a separate laminated tag attached beneath, so that the price may be changed without having to use a complete new label.

To the question of how to make laminated tags more durable, especially to prevent fading, Charles Armstrong suggested spraying over the tags with a liquid plastic, or slipping a clear plastic envelope over the label to preserve it. David Stump said that his firm uses an aluminum label that lasts five or six years. The label fits on the plant bed marker and has a slot into which the price tag is readily fitted.

Handelman's Garden Center, White Plains, N. Y., uses small hand rubber stamps to print on labels. Rubber stamps may be made economically from inexpensive rubber stamp hand-printing sets such as sold in toy stores. A waterproof, fast-drying ink is used, and these labels last about three months. Unskilled labor at the nursery can make labels with these for rainy-day work.

There is available the small Monarch pricing machine which uses a set of type slugs, such as used by printers, which his firm uses, said Joseph Strickfaden, Strickfaden Nursery, Sandusky, O.

Self-service salesyards were discussed next. I. W. Scott Co., Pittsburgh, Pa., was described as an example of the supermarket-type nursery. The salesyard is entirely enclosed by cyclone fencing. The cus-

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William H. Gote

— And Debate the Quality Production of Nursery Stock

With Peter J. Cascio, president of the American Association of Nurserymen, in the chair, and James A. Doty, Portland, Ore., as moderator, the second half of the joint A. A. N.-National Landscape Nurserymen's Association educational program took place Tuesday afternoon, July 21. The subject for the afternoon session was a symposium on "Quality Production for Quality Customers."

The first subject on the agenda, container-grown nursery stock, was opened by Charles Armstrong, Sacramento, Calif., who described his experiences in the feeding of container-grown stock. Mr. Armstrong stated that canned plants must be fed regularly and that at his nursery they are fed every six weeks during the spring and fall. He also stated that container-grown stock is easier to sell and that, by placing his container-grown rosebushes in 5-gallon cans, rather than in smaller ones, he obtains a better price for them.

The subject of the feeding of container-grown stock was continued by a New Jersey nurseryman who stated that his nursery grows roses and shrubs in pots. At this nursery, the plants are placed in a medium consisting of a 90 per cent organic material mixed one third with a good grade of topsoil. This speaker stated that plants placed in a sawdust mixture do not thrive because the sawdust consumes nitrogen as it

decomposes. If sawdust is used, he continued, nitrogen must be added during the growing period.

Homer Dodge, Framingham, Mass., then stated that at his nursery there had been difficulty with canned material during cold weather, since the material freezes. He was answered by Robert Myers, Walla Walla, Wash., who stated that, if there is enough moisture in the container and if the container is mulched to a point slightly over the top edge, the container-grown plants should thrive through the winter.

Ray Hartman, San Jose, Calif., stated that his preference for container-grown stock is based partly on the fact that the containers are easier to transport by truck than other types of plant material. Mr. Hartman stated that he fed his container-grown stock with what he termed a "compost" made of topsoil and peat plus manure or leaf mold.

At this point the session became livelier as Mr. Hartman rose to answer a question posed from the floor as to the relative merits of mechanical sprinkler systems and hand watering in supplying moisture to container-grown stock. Mr. Hartman strenuously maintained his position that an overhead sprinkler system should never be used for container-grown material. He added that it was not at all difficult to overwater container-grown stock and that it was necessary to separate plant varieties according to their water needs and to water each variety carefully and individually. Hand watering is the only method, maintained Mr. Hartman.

Overhead Sprinkler Advocated

Another Californian, Herman Sandkuhle, then arose to state that he uses the overhead sprinkler system, as it is the only way to hold the cost of watering to a reasonable level. He stated that he also uses the water distribution system to apply fertilizer to the plants. As for hand watering, Mr. Sandkuhle reserves that for edges of beds where the sprinklers do not reach. Mr. Armstrong agreed with Mr. Sandkuhle's position, stating that he uses the overhead sprinkler system with supplementary hand watering.

A Minnesota nurseryman entered



James A. Doty

the discussion on the side of the overhead sprinkler system, stating that he has more faith in the automatic machinery than he does in "inexperienced hand labor."

Jack Hill, of D. Hill Nursery Co., Dundee, Ill., concluded the discussion of container-grown stock by stating his complete satisfaction with it, particularly because it increases the efficiency of nursery labor. With container-grown stock, said Mr. Hill, his nursery, instead of placing men in the fields in gangs, is able to assign one or two men to each group of container-grown plants. These men are made responsible for cultural activities involving their own group of plants. Incentives are offered to encourage the men to produce good, salable groups of plants. By using this method, it is possible for the nursery management to determine the exact output of each man.

Animals Replacing Machinery

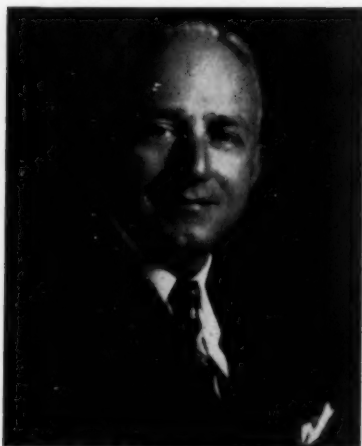
The second topic on the agenda was marked "New Machinery," but, to judge from the discussion that followed, it should have been called "Old Animals." The opening speaker on this subject, facetiously or otherwise, stated that he had abandoned his mechanized equipment for use in single-row cultivation in favor of a mule. He stated that, even though a mule has to be fed when it is not working, the maintenance cost of the animal is less than that of the machinery.

Somehow or other, the discussion of mules led to a discussion of ducks and geese, and Carl Kern, Cincinnati, O., stated that he uses ducks for chickweed removal at his nursery. He urged those nurserymen who are encouraged to try the ducks to

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Ray Hartman



Valleau C. Curtis



James A. Horton

Symposium Hears Attack On Spurious Advertising

At Wednesday morning's general business session of the American Association of Nurserymen convention, a symposium, "Facts, Fallacies and Futures in Horticultural Advertising," held the major interest because of the strong feelings it evoked from the nurserymen. This meeting, like the others, was held in the Waldorf-Astoria hotel, and it was soon apparent that the subject of the symposium had touched on a sore spot for most of these nurserymen, for demands to "clean house" and "drive out the spurious advertisers" were voiced repeatedly during the three hours that the subject was debated.

The general meeting opened quietly enough with a sound motion picture in color, called "The Magazine Story." The picture, produced by the magazine industry, was designed to illustrate the advantages of magazine advertising.

After the picture was over, the symposium opened with Valleau C. Curtis reporting for the trade practices and ethics committee.

Mr. Curtis began by reviewing the program undertaken during the past fiscal year in fulfillment of the mandate for such a program issued by the board of governors at the 1952 meeting. The significant steps taken by the A. A. N. to implement the program were described as follows:

1. A set of standards for horticultural advertisements has been adopted in connection with the National Mail Order Nurserymen's Association.

2. A set of standards for packag-

ing of nursery stocks has been adopted, also in conjunction with the mail-order association. These packaging standards have become a part of the government's postal regulations.

3. Nurserymen's advertising review boards have been set up in 33 metropolitan areas, with two to four members on each board. The purpose of these boards is to investigate suspected advertising copy and to report it to the Washington office of the A. A. N. To implement the program further, the A. A. N. in January, 1953, became a member of the National Better Business Bureau.

Mr. Curtis reported that the Washington office had discovered that comparatively few nursery firms were found to use consistently substandard advertising copy. He also reported that some of the advertising review boards had been hypercritical in their evaluation of horticultural advertising and that in some cases the Washington office had not found sufficient evidence upon which to take action. He pointed out that only provable misstatements of fact in advertisements could be dealt with effectively.

Comments from Committee

The speaker then departed from his prepared text, to ask the group for comments on the advertising situation in various local American communities. Some of the reports received were as follows:

Boston — misleading advertising

persists, some allegedly from A. A. N. members . . . Buffalo—spurious advertising still in evidence . . . Chicago—newspapers cooperating with legitimate nurserymen, incidence of misleading advertising is decreasing . . . Cincinnati—situation has improved, although misleading advertising was never an important factor . . . Cleveland—situation not serious, newspapers have assured cooperation and have asked reputable nurserymen to point out to them what type of advertising is objectionable.

Dallas—a special program worked out with the local better business bureau has aided the advertising situation considerably . . . Denver—the advertising situation has improved and cooperation of the newspapers has been secured . . . Fort Worth—little success has been achieved in obtaining cooperation of the newspapers, and the local better business bureau has been asked to assist the local nurserymen . . . Hartford—misleading advertising has never been much of a problem in this area . . . Indianapolis—horticultural advertising situation was described as "not too good" . . . Los Angeles—the local committee has succeeded in having the advertising of one firm excluded from the newspapers and from several radio stations of the Columbia Broadcasting System.

Advertising Used to Inform Public

Louisville—the reputable nursery firms have successfully used a cooperative advertising campaign to inform the public as to what constitutes good nursery stock . . . Miami—the local committee is working with garden clubs for improvement in the advertising situation . . . Milwaukee—spurious advertising is reported to persist . . . Minneapolis and St. Paul—cooperative advertising by nurserymen is urging the public to buy nursery stock from local sources in order to discourage purchases from out-of-town mail-order firms . . . New York—substandard advertising from out-of-town mail-order firms was reported to be the greatest problem; personal calls on newspaper advertising managers by one committee member produced gratifying results on Long Island . . . Philadelphia—newspapers reported to have little interest in screening advertising copy, but will remove advertising if complaints are received from readers . . . St. Louis—much questionable advertising copy reportedly still appearing in

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Allied Groups Meet at New York

BABY RAMBLERS ELECT

L. A. (Slick) Dean, Arp Nursery Co., Tyler, Tex., was elected president of the Baby Ramblers at a meeting of that organization held July 20 at the Waldorf-Astoria hotel, New York. Jack Siebenthaler, the Siebenthaler Co., Dayton, O., was elected vice-president, and Charles Greening, Greening Nursery Co., Monroe, Mich., was re-elected secretary-treasurer.

In another action at this meeting, the membership approved a new set of bylaws for the organization, which was drawn up during the past year by a special committee under the chairmanship of Richard Bloss, Sneed Nursery Co., Oklahoma City, Okla.

The annual Baby Rambler award for contributions to the nursery industry was presented this year to William J. Smart, D. Hill Nursery Co., Dundee, Ill. The award was presented to Mr. Smart at the keynote luncheon by William D. Cole, Cole Nursery Co., Painesville, O.

LANDSCAPE MEN ELECT

Homer K. Dodge, Landscape Service Co., Framingham, Mass., was elected president of the National Landscape Nurserymen's Association at a special business meeting of that group held immediately following the Tuesday afternoon symposium at the Waldorf-Astoria hotel, July 21. Dan Gardiner, Boone Gardiner Nurseries, Louisville, Ky., was elected vice-president. Lloyd G. Platt, Platt's Landscape Nursery, Davenport, Ia., continues in the post of secretary-treasurer.

Directors elected included the fol-

lowing: Region 1, Allan Dalsimer, Dalsimer, Inc., Cedarhurst, N. Y.; region 2, Richard H. Jones, Jones Ornamental Nursery, Nashville, Tenn.; region 3, Merten Natorp, W. A. Natorp Co., Cincinnati, O., and at large, Charles Armstrong, Capital Nursery Co., Sacramento, Calif.

The members at this meeting also considered a proposal to change the name of the organization to National Landscape Association, eliminating the word "Nurserymen's." The idea behind the proposed change was to broaden the scope of the organization and to encourage the membership of those involved in landscaping who were not strictly members of the nursery profession. After much heated discussion, the matter was deferred for action at the next annual meeting of the association, which will take place at Chicago in January, 1954.

HASTINGS TO LEAVE A. A. R. S.

W. Ray Hastings, executive secretary and treasurer of All-America Rose Selections, will leave that position as of September 1 and will become a public relations and advertising consultant for firms in the horticulture industry. Mr. Hastings,



William J. Smart, D. Hill Nursery Co., Dundee, Ill., is the proud recipient of the 1953 Baby Rambler award. Here he displays the award, a combination clock and barometer of nautical design.

who pioneered and developed the idea of the All-American group, was, upon the announcement of his resignation, installed as an honorary life member of All-America Rose Selections. Mr. Hastings has announced that Ralph Dasher, now with the Tennessee Valley Authority at Florence, Ala., is likely to succeed him in the A. A. R. S. executive post. Mr. Hastings will remain in his present capacity as executive secretary and treasurer of the All-America Selections, an organization which deals with the introduction of new flowers and vegetables commonly propagated from seeds.

Election activity at the A. A. R. S. meeting found Sidney B. Hutton, Sr., Conard-Pyle Co., West Grove, Pa., being named to the presidency. L. A. (Slick) Dean, Arp Nursery Co., Tyler, Tex., was elected vice-president.

Directors elected for a 2-year term were Charles H. Perkins, Jackson & Perkins Co., Newark, N. Y., and J. Awdry Armstrong, Armstrong Nurseries, Ontario, Calif. Directors elected for 1-year terms included Keith Monaghan, Howard Rose Co., Hemet, Calif., and Ted Sjulín, Interstate Nurseries, Hamburg, Ia.

It was learned at the meeting that

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A. A. N. Social Events

A number of social and recreational activities in true New York style delighted the conventioners at the A. A. N. convention. Everyone attending the meetings took part in specially planned activities.

As always, one of the highlights of the convention's entertainment program was the social activities room, which this year was known as the Knickerbocker club. The Sert room of the Waldorf-Astoria hotel was transformed into the Knickerbocker club for convention entertainment Sunday, Monday and Tuesday from 8:30 p. m. to 12:30 a. m. "Father Knickerbocker," himself, in colonial garb, welcomed each guest. Dancing and refreshments were enjoyed each evening. The club was sponsored by the New York State Nurserymen's Association on Sunday night, the New England Nurserymen's Association on Monday night and the New Jersey and Pennsylvania associations on Tuesday night.

Square dancing by professionals and for conventioners was featured Tuesday night. Stanley McIntosh, Turner Bros. Nursery, West Long Branch, N. J., was master of ceremonies and was caller for the square dancing. He gave the conventioners an extra treat by playing several selections on the bagpipes.

The only tour planned for the entire convention was a 3-hour boat trip on the Hudson river Monday afternoon. A guide pointed out various buildings and other points of interest on the New York and New Jersey shores, but a haze limited visibility that afternoon.

Past Presidents' Banquet

The annual banquet Wednesday evening was, as always, the climax of the week's social activities. The nurserymen jammed the main floor and one of the balconies at the magnificent Grand ballroom of the hotel for an evening that will not soon be forgotten.

The Norman J. Colman award for distinguished service to horticulture was presented as a feature of the banquet. Peter J. Cascio, retiring president of the association, presented the award to Dr. A. M. S. Pridham, Cornell University, for his paper "Defoliation of Nursery Stock by Chemical Means," which was published in the proceedings of the Northeastern Weed Control Conference.

Retiring President Cascio was honored in several ways at the banquet. John B. Wight, Cairo, Ga., presented

Mr. Cascio with a certificate of appreciation for his services as president during the 1952-53 term and also welcomed him into the exclusive past presidents' "club." In addition, Wayne Ferris, Hampton, Ia., presented Mr. Cascio with a traveling bag to use on a trip to Europe, which Mr. Cascio and his family are planning to take in the autumn.

Places of honor at the banquet's head table were reserved for past presidents of the association. The 14 past presidents so honored were the following:

John Fraser, Jr., Huntsville, Ala.; Lester C. Lovett, Little Silver, N. J.; Edward Baker, Fort Worth, Tex.; Richard H. Jones, Nashville, Tenn.; Edwin Stark, Louisiana, Mo.; M. R. Cashman, Owatonna, Minn.; Lloyd C. Stark, Louisiana, Mo.; William Flemer, Princeton, N. J.; Frank LaBar, Stroudsburg, Pa.; J. Frank Sneed, Oklahoma City, Okla.; J. Awdry Armstrong, Ontario, Calif.; Wayne Ferris, Hampton, Ia.; John

A leg injury incurred on a lawn-grading job prevented Joseph Yeatts, Yeatts Nursery, Martinsville, Va., from attending the convention. But the firm was represented by Mrs. Yeatts and their young daughter, Jo Lynn.

Louis Hillenmeyer, Jr., Hillenmeyer Nurseries, Lexington, Ky., took time out from the convention July 22 to welcome his parents, Mr. and Mrs. Louis Hillenmeyer, Sr., returning from a 2-month tour of Europe.

Copies of the New York Herald-Tribune were given to nurserymen each morning with the compliments of C. R. Burr & Co., Manchester, Conn.

Norman Cole, Jr., son of Mr. and Mrs. Norman Cole, Cole Nurseries, Bluefield, W. Va., has received a commission as a second lieutenant in the army and will enter the service upon graduation from Ohio State University in December.

Illness prevented Mrs. Fred J. Noble, Little Silver, N. J., from attending the convention and taking her place as a member of the ladies' auxiliary committee in the receiving line at the ladies' reception.

A new cold storage for rosebushes has just been completed at the Carl Shamburger Nursery, Tyler, Tex.

B. Wight, Cairo, Ga., and Howard C. Taylor, Eastview, N. Y.

Ladies' Activities

The annual meeting of the ladies' auxiliary was held Tuesday, July 21, in the Empire room, together with a luncheon and fall fashion show.

New officers of the ladies' auxiliary elected at this meeting included: President, Mrs. Richard Cashman, Cashman Nurseries, Owatonna, Minn.; vice-president, Mrs. W. A. Coupanger, Elmore Nursery, Elmore, Minn., and secretary, Mrs. Harold Reid, Park Nurseries, St. Paul, Minn.

Mrs. George White was chairman of the luncheon committee.

On Wednesday morning, July 22, the ladies enjoyed a breakfast in the Charleston Gardens of B. Altman & Co., New York department store. Mrs. Valteau C. Curtis and Mrs. Richard L. Holmes were cochairmen for the breakfast.

The feature of the breakfast was a talk by Charles Haight on the rebuilding and redecoration of the White House, at Washington. Mr. Haight is head of the decorating department at B. Altman & Co.

Convention Notes

Darlington Nurseries, Pittsburgh, Pa., are now entirely owned and operated by Michael Closky since he purchased the interest of his brother, Morris, who had retired from business.

Mr. and Mrs. Bert Kallman, Kallman's Garden Nursery, Santa Barbara, Calif., made a coast-to-coast tour for the convention trip, including a 3-day visit to the nation's capital.

Princeton Nurseries, Princeton, N. J., held open house July 16 to 24, for A. A. N. conventioners.

Each Monday this summer, E. M. Quillen, Waynesboro Nurseries, Waynesboro, Va., and Mrs. Grimes, of his staff, are giving talks on salesmanship to employees at the nursery.

Conrad Hilton, head of the Hilton hotel chain, exclaimed in astonishment over the A. A. N. garden exhibit in the Waldorf-Astoria lobby. He stated that never had the hotel been graced with an exhibit of comparable scope and beauty.

A planting of roses sponsored by All-America Rose Selections is the only garden decorating the United Nations' secretariat building at New York. However, the A. A. R. S. had to supply 5,600 ivy plants in order to gain permission to plant the rose garden.

Missouri Holds Fourth Short Course

By Harold E. Mosher



Hugh Steavenson, left, retiring president of the Missouri State Nurserymen's Association, congratulates Royer Wilkerson, newly elected president. Robert L. Eggers, who was re-elected secretary-treasurer, looks on.

Attendance was good and enthusiasm ran high at the fourth annual short course for nurserymen, held June 22 to 24 at Columbia, Mo. These short courses are sponsored by the department of horticulture of the University of Missouri, with the cooperation of the Missouri State Nurserymen's Association. This year's short course was held in connection with the annual business meeting of the state association.

New officers elected to the association were Royer Wilkerson, Columbia, president; Joseph Weston, Neosho, vice-president, and Robert L. Eggers, Chesterfield, secretary-treasurer.

The program got under way Monday evening with a fine buffet in the ballroom of the Tiger hotel, with nearly 100 in attendance, including

several members of local garden clubs. Following the buffet, Dr. L. C. Chadwick, of Ohio State University, gave an illustrated talk, entitled "Some European Plants and Gardens." Dr. Chadwick told of his impressions regarding landscape practices and the uses of plant materials gained on a trip through western Europe the past autumn. The entire talk was amply illustrated with beautiful Kodachrome slides.

Dr. Chadwick said the thing which impressed him most was the widespread use of flowers there—more abundant than in this country. Bedding plants are used profusely in public parks, home grounds and

business establishments. Window boxes and hanging baskets filled with flowering plants are used to augment the architecture and in places where space for flower beds is lacking. Hedges and shrub borders serve as backgrounds for masses of flowers and the well-known herbaceous perennial border, whereas persons in the United States are inclined to use only a few plants against such a background.

Another general impression he gained was that a tremendous variety of plant materials is grown. Where Americans have two or three low-spreading evergreens, the Euro-

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Missouri State Nurserymen's Association officers and speakers at a luncheon meeting. Seated, left to right, James S. Wells, Bridgeton, N. J.; Robert L. Eggers, Chesterfield, Mo., secretary-treasurer; Hugh Steavenson, Elsberry, Mo., retiring president, and R. A. Schroeder, chairman, department of horticulture, University of Missouri. Standing, left to right, Royer K. Wilkerson, Columbia, Mo., new president, and Harold E. Mosher, assistant professor of horticulture, University of Missouri.

Court Opinion in Zoning Case

A judicial opinion affecting the right of Winslow Nurseries, Inc., to operate in a residential zone of Needham, Mass., was handed down recently by the Massachusetts State Supreme court. Legal defense of the nurseries has been taken up by the New England Nurserymen's Association, the American Association of Nurserymen and the Massachusetts Nurserymen's Association because of the far-reaching implications of the town's suit. Final decision will be rendered by the Superior court judge who originally heard the case. The following abstract of the Supreme court's decision was prepared by an attorney for the New England association:

"Greenhouse and nursery are words in common use and there is nothing in the bylaw which indicates that it was intended to employ them in other than their ordinary sense. They are to be interpreted according to the common and approved usage of the language without enlargement or restriction. . . .

"A substantial part of the defendant's business is the sale of plants (by which term we include trees, shrubs and vines) which are not grown on the premises. As much of the stock for which there is a demand can be grown in this climate only at certain seasons, it is customary for the defendant to purchase plants in parts of the country where they can be grown, to store them on its premises and to resell them for transplanting in season. Some of the plants so purchased are temporarily planted or potted under glass; others are stored in ventilated buildings and kept 'dormant.' They remain alive but do not grow. We have no doubt that plants purchased elsewhere and transplanted into the soil of the nursery thereafter become the product of the nursery. We also think that plants acquired and treated on the premises so that they continue to live are fundamentally in the same category. They are, in kind, stock which a nursery may raise and sell, and their treatment seems only to differ in degree from that afforded by an actual transplanting. We find in these instances no violation of the bylaw. The sale of Christmas trees and wreaths presents a different question. Neither the trees nor the materials for the wreaths are raised in the nursery. Their sale is not of living plants but of deadwood. Transactions in these articles are no

part of the nursery or greenhouse business and are not incidental thereto.

"The defendant maintains a shop called a 'garden shop' where it sells the various articles mentioned in the judge's findings, including many tools and much equipment for the garden. It seems clear that it is conducting a retail store which under the bylaw is only permissible in a business district (see section 6, subsection 1). It is also selling articles which are not incidents of the products of a greenhouse or of a nursery. It is thereby violating the bylaw. Although denied the right to maintain a store, we think that the defendant is not precluded from selling to customers in connection with its sale of plants such fungicides, insecticides, chemicals, peat moss,

humus, mulches and fertilizers as are intended to be used in preserving the life and health of the plants sold.

"A substantial part of its business is the landscaping of private estates and housing projects. In connection therewith it enters into contracts, provides trees and shrubs and attends to their planting. It uses seven or more trucks and employs at times as many as 60 men on this work. Many of these men never come to the nursery and much of the planted material is obtained elsewhere and goes directly to the job. The trucks are kept on the defendant's premises. The bylaw permits the business of a 'contractor' to be carried on only in a business district (see section 6, subsection 6). Doubtless the defendant may engage in landscaping as a part of the planning and preparation of the

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Develops Wildflower Garden in South



Doan Ogden at His Drawing Board Records Plants' Locations on Master Map.

Doan Ogden, landscape architect of Asheville, N. C., and vice-president of the Pontiac Nursery Co., Romeo, Mich., has established an outstanding wildflower garden in the mountains of western North Carolina, where he spends the off-season months away from the nursery.

Mr. Ogden first began planning the garden on an extended visit to the North Carolina mountains 17 years ago and, in 1941, bought a 5-acre tract which had a beautiful stand of native shrubbery and trees, good soil and a stream. The second world war intervened and prevented his wildflower garden from becoming a reality for several years.

After the war, Mr. Ogden added three more acres to his grounds and began rounding out the plan that was already maturing on his drawing board. In the summer of 1948, Mr. Ogden and his wife built a cabin and spent their first vacation at the retreat. In 1950, he transplanted 8,000 native plants from the nearby mountains; in 1951, more than 10,000, and in 1952, an even larger number. Each plant has been placed in the habitat it requires—shade, sun, rock, stream side or bog—and is recorded on a master map, so that Mr. Ogden can find instantly its exact location on his eight acres.

More About Outdoor Propagation Under Mist

By James S. Wells

Following the publication of an article on propagation under constant mist in the June 1 issue of the *American Nurseryman*, a number of inquiries have been received which indicate that there is some confusion between this type of propagation and the use of controlled high humidity in a greenhouse. This confusion is understandable, but I would like to clear it up now, because there is a steadily increasing interest in both types of propagation.

The confusion is, no doubt, caused by the similar apparatus which is used for both methods—fog nozzles of some kind are required to apply a fine spray both within the greenhouse and to the open-air cutting benches.

The scientific use of water to attempt to solve some of our propa-

gation problems is so new, and we know so little about it as yet, that I hesitate to make any positive statements, but it does seem clear, from the small experience which we have had, that there is a definite difference in effect between fog nozzles used in a greenhouse to maintain a condition of high humidity and exactly the same nozzles used to maintain a constant mist over a bench of cuttings in the open. The behavior of various plants under these two conditions can differ widely, and, to illustrate what I mean, I should like to quote our experiences with azaleas.

A house of cuttings was inserted early in July of last year, and a fog line was used to maintain a high

humidity in the greenhouse. The cuttings remained turgid, with no leaf drop, and commenced to root in two to three weeks. The fog line was used daily throughout this period. As the cuttings began to root, trouble started. It appeared overnight in cuttings which were already well-rooted. The leaves turned black and the cuttings died in a matter of hours. It was not found in one or two varieties only, but was general throughout the house of 100,000 cuttings. Concurrently with this propagation, we had inserted cuttings of azaleas in a bench in the open, as described in the first article, and these cuttings were maintained under a constant mist for two months. Extremely large quantities of water were deposited on these cuttings, and they rooted rapidly and without loss. After rooting was completed, the continued use of the fog line on the outside bench simply kept the cuttings in good condition until they were moved. We inferred from these results that once the azalea cuttings were well-rooted they would not tolerate conditions of high humidity, and we also inferred that there was apparently some secondary beneficial effect from the application of fairly large quantities of water. It seems clear also that, although large quantities of water were added to the outside benches and the cuttings kept in a turgid and healthy condition thereby, this did not achieve a condition of complete humidity even in the small air spaces near the plants. The natural movement of the outside air perhaps would not allow this, yet at the same time the cut-



Two-row Planter Setting Out *Taxus* Cuttings in Irrigated Field.



Lilac grafts being packed in cases of moist peat. After being kept in these cases for three to four weeks they will be moved to cold storage. See page 64 for discussion.

[Continued on page 63]



Outdoor Advertising Sign Displayed by Oklahoma City Nurserymen's Association.

Oklahoma City Nurserymen Sponsor Advertising Campaign

By Betty H. Prim

The Oklahoma City Nurserymen's Association met July 14 for the usual monthly meeting. For the first time in the history of the association members are meeting straight through the summer months, and this is because of the greatly increased interest in the cooperative program now in progress. Membership has increased some each month, and cooperation in the stepped-up group advertising program continues.

The plan of financing the cooperative advertising program is based on the assessment of 1 per cent of the yearly income of each member, payable monthly.

Large billboards located at important highway and street intersections carry an advertising message that is changed semiannually, with a change also in design, except for the pair of hands at the top, symbolic of the professional services rendered by the group. The theme of the current message reads, "Let professional hands create your outdoor beauty." This, signed "Oklahoma City's Approved Nurserymen," brings assurance and confidence to prospective buyers of nursery stock. The last line reads, "For your protection." The area around this eye-catching billboard will be landscaped as soon as weather conditions permit. A picture of one of these signs appears here.

Another professional note sounded by the approved nurserymen of

Oklahoma City is a series of articles being run on the women's page of the local evening paper. These, written with the cooperation of some of these nurserymen, to insure accuracy of the material, appear once each week. Also, answers to questions from readers are given in the articles, so as to meet the needs of many home gardeners.

Like many other cities and localities in the southwest, Oklahoma City is having a severe drought this summer. This problem has been further increased by the curtailment of city water, owing to a shortage of water in city reservoirs. This has made it difficult for nurserymen to plant nursery stock unless they had their own water supply. Many of them have their own sources of water, and several of them are now furnishing shrub-watering service and mulching for their customers, which fill a definite need at this time.

Also, they are stressing landscape construction, such as patios, retaining and garden walls and other work that requires little or no water. Many large new homes are being landscaped, and work continues despite the hot, dry weather and the water shortage. City bonds were voted last week for 80 new wells, so as to increase the water supply that was depleted this summer by the fast growth of the city.

Nurserymen had a good early

spring business. They report that business in March and April exceeded that of these months last year, which were themselves good months. However, May business for 1953 fell behind that of May 1952 because of the lack of water for planting.

President of the Oklahoma City association is Gene Fleming, of the Southern Nursery Co.; vice-president is Burl Gulick, of Higdon's Flowers & Nursery, and secretary-treasurer is Merle Booton, of Booton's Nursery.

OKLAHOMA CITY NOTES

Miss Bonnie Gagnon, office manager at Kenyon's Nursery, left last week to spend her vacation in the mountains of Colorado.

S. O. Davis, in charge of the greenhouse at Porter's Flowers & Nursery, is back at work following a serious injury to his hand sustained while trimming stock with a knife. The cast has been removed and he can use his hand fairly well now.

Mr. and Mrs. A. B. McFarland, of McFarland Nurseries, left July 8 for an extensive trip through parts of Canada and the northwest part of the United States. They will be gone about a month and will visit, among other places, Lake Louise, Vancouver, Victoria, Seattle, San Francisco and Salt Lake City.

Betty H. Prim

ROSE GROWER CITED

Charles H. Perkins, president of Jackson & Perkins Co., Newark, N. Y., was recently the subject of an illustrated article in the New York Herald-Tribune. The article described, in part, the hybridizing activities at the famous nursery, carried on under the direction of Eugene Boerner, who has been responsible for more than 100 plant patents.

In addition to its research operations, the nursery has 17 acres planted to roses. In 1952, the company produced almost 5,000,000 rose plants for outdoor planting and about 3,000,000 plants for greenhouse use. The company, stated the article, has other growing operations in Delaware, Maryland, Indiana, Arizona and California, encompassing 6,000 acres of land. Two thirds of the area is devoted to roses, and the remainder to ornamentals, perennials and some fruit stock.

The firm, justly famous for its roses, each year conducts a month-long rose festival that attracts rose lovers from many points.



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BURR*C. R. Burr & Co., Inc.***FALL IS THE TIME FOR EVERGREENS**

Sell evergreens when their color is at its best—August and September. All signs point to a brisk demand for evergreens this fall. Heavy rains last spring caused postponement of many planting jobs and shortened the selling season at retail salesyards. The rains did one good thing at least—all our evergreens have shown heavy growth. All plants have just been sheared and show excellent form.

ARBORVITAE (Upright Type)

Dark American
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ARBORVITAE (Globe Type)

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Globosa
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Spiny Greek
Pfitzer

PINE

Austrian
Mugho

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Black Hills
Norway
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Spreading
Upright

CANADIAN HEMLOCK

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Plant Notes Here and There

By C. W. Wood

A reader who has been conducting a salesyard for the past few years mostly devoted to woody plants and especially evergreens is preparing to start a neighborhood nursery and would like a list of about 20 hardy perennials suited to his purpose. The only restrictions are that the plants be easy to grow and not too difficult to propagate. Let us take them in alphabetical order.

Aquilegia. I realize that some experienced gardeners will take exception to the inclusion of columbines in the list, but I am ready to defend the contention that no lovelier garden picture is to be found than a mass planting of long-spurred hybrids, and that few are easier to maintain if they are given a humus-filled soil in part shade. Leaf mold and well-decayed manure are excellent sources of humus. Grow them from seeds, preferably started in early spring.

Asters. When raisers commence to introduce new varieties of a plant at the rate of 10, 20 or more a year, I commence to lay off that particular plant, knowing that it is on the way to becoming a racket. But one cannot ignore the hardy asters if he is in the perennial business. I shall not attempt to tell the inquirer or anyone else which kinds to grow; rather, I should advise them to go carefully over the plantings of some specialist with all the good modern varieties before making a selection. Propagate them from cuttings or divisions.

Despite its faults, including a tendency to sprawl, tenderness to cold and a desire for more moisture than our midwest climate usually affords, I still think that the hybrid Aster Frikarti, Wonder of Stafa, is the best aster ever introduced. If you have solutions for these faults, it will give you large (to two inches or more), violet-blue daisies on 2-foot stems, from June to November.

Carpathian harebell. It is not easy to choose among the bellflowers, and, when I think of *Campanula persicifolia*, *Telham Beauty*, I am not sure that I have chosen wisely. However, in *C. carpatica* and its many good-named forms, we have a most important garden flower, easy of culture, with a long (June to September) blooming season and a wider range of colors than in any other bellflower.

Chrysanthemums. In the present state of garden affairs, it goes without saying that chrysanthemums will be needed in every neighborhood nursery. It would be impossible, though, to make any varietal recommendations, because there are too many for one feeble human brain to comprehend. See a specialist.

Delphinium. Someone who is less prejudiced against the eccentricities of the modern delphinium should write this note. There is no denying the fact that it is one of the most spectacular of garden plants; it is also one of the most aggravating, unless your soil and climate are better suited to its peculiar needs than those which most of us in the middle west enjoy. If the grower and his clients are not willing and able to

go to extra pains to satisfy the finicky hybrids, he and they will do well, I think, to stick to the old reliable *D. belladonna* and its forms.

Dictamnus. In addition to its flowers (white in the type, *Dictamnus albus*, and various shades of rose in its colored varieties) over a fairly short period in June, the gas plant has an architectural value in the landscape possessed by few other plants and pleasing foliage from early until late. It all adds up to a splendid garden plant—one exactly suited to modern hurried times in this country, for, once planted, it will remain an ornament for years and years without any further attention from the gardener. It wants sun, good rich soil—either light or heavy, so long as it is well-drained—and no

NORTHERN-GROWN STOCK

LANDSCAPE-SIZE SHRUBS		
	Per 10	Per 100
<i>Clethra alnifolia</i>		
1 1/2 to 2 1/2 ins.	\$4.00	\$35.00
2 to 3 ft.	6.00	50.00
3 to 4 ft.	8.00	70.00
<i>Hex verticillata</i>		
2 to 3 ft.	6.00	50.00
3 to 4 ft.	7.00	60.00
<i>Viburnum cassinoides</i>		
2 to 3 ft.	5.00	40.00
3 to 4 ft.	6.00	50.00
<i>Viburnum dentatum</i>		
2 to 3 ft.	4.50	35.00
3 to 4 ft.	6.00	50.00

SUGAR MAPLES		
	Unit price in quantities	
	10 to 49	50 to 250
<i>Acer saccharum</i>		
1 1/2 to 1 3/4 in. cal.	\$ 4.00	\$ 3.50
1 3/4 to 1 7/8 in. cal.	6.00	5.00
1 7/8 to 2 in. cal.	7.00	6.00
2 to 2 1/8 in. cal.	9.00	8.00
2 1/8 to 3 in. cal.	12.00	10.00

CLUMP BIRCH		
	Per 10	Per 100
<i>Paper Birch</i>		
5 to 6 ft., 3 stems and up.	\$ 30.00	
6 to 8 ft., 3 stems and up.	40.00	
<i>Gray Birch</i>		
4 to 6 ft., 3 to 6 stems.	20.00	\$150.00
6 to 8 ft., 3 to 6 stems.	35.00	250.00

All stock is first-quality collected material except as otherwise noted. Send for complete list of Hardy Native Ferns, Lilies, Orchids, Wild Flowers, Trees, Shrubs and Evergreens.

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EXETER, NEW HAMPSHIRE

PAPER BIRCH		
	Per 100	Per 1000
<i>Betula papyrifera</i>		
2 to 3 ft.	\$ 8.00	\$ 70.00
3 to 4 ft.	25.00	200.00
4 to 6 ft.	40.00	300.00
6 to 8 ft.	100.00	

LINING-OUT STOCK		
	Per 100	Per 1000
<i>Acer saccharum</i>		
2 to 3 ft.	\$12.00	\$100.00
3 to 4 ft.	30.00	250.00
4 to 6 ft.	60.00	500.00
<i>Clethra alnifolia</i>		
6 to 15 ins.	7.00	60.00
<i>Hex verticillata</i>		
1 to 2 ft.	7.00	60.00
<i>Syringa vulgaris</i>		
1 to 2 ft.	7.00	60.00
<i>Viburnum acerifolium</i>		
6 to 15 ins.	8.00	70.00
<i>Viburnum cassinoides</i>		
1 to 2 ft.	8.00	70.00
<i>Viburnum dentatum</i>		
1 to 2 ft.	8.00	70.00

HEMLOCK TRANSPLANTS		
	Per 100	Per 1000
<i>Tsuga canadensis</i>		
4 to 8 ins., trans., 2-2.	15.00	120.00
8 to 12 ins., trans., 2-2.	20.00	180.00

HEMLOCK SEEDLINGS		
	Per 100	Per 1000
<i>Tsuga canadensis</i>		
4 to 8 ins.	4.00	20.00
8 to 12 ins.	6.00	50.00
12 to 18 ins.	8.00	70.00

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Past winters have proved this variety to be very well adapted for the middle western climate. We have 1, 2 and 3-year liners to offer.

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Truckloads only, no boxing.
60 acres growing. Shamong, N. Y.

High and Dry—and Sitting Pretty

are the following evergreens, some of which underwent a freakish spring bath from high flood waters, as shown in our July 15 advertisement.

Again your expression of confidence by favoring us with heavy bookings for the coming season is greatly appreciated, and, consequently, leaves only limited offerings.



Taxus Cuspidata Capitata (Upright) for the future.



Taxus Cuspidata Stovekeni and *Taxus Nana Erecta*.



Taxus Cuspidata Andersoni showing no ill effects.



Taxus Cuspidata (Spreading).



Taxus Intermedia. (Sorry, all sold out.)



"Wintergreen Arborvitae," *Thuja Nigra*, 18 to 24 ins., 24 to 30 ins.



"Wintergreen Arborvitae," *Thuja Nigra*, 3 to 4 ft.
(High and dry, and no shad now.)



Thuja Occidentalis Boothii (best in Globes), 15 to 18 ins., 18 to 24 ins.

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We wish to take this opportunity to thank all of our customers for the business with which they have favored us.

We hope to have the pleasure of serving you again this coming season.

HESS' NURSERIES

MOUNTAIN VIEW, N. J.

coddling. Grow the different kinds from seeds.

Clematis. If you vary the schedule here outlined, which you will no doubt, and wisely, do, please do not omit *Clematis recta*, especially in its variety *mandschurica*. It is, in my opinion, one of the most important hardy perennials available to American gardeners, possessing about every trait that the perfect plant should have. Rose chafers are about the only insect that has ever bothered it in our trials, and these pests seem to be omnivorous feeders. It is absolutely hardy in our severest winters (40 degrees below zero) in the most exposed situations. It can stand our driest summers without flagging, never failing to produce in July great numbers of its large, fragrant white flowers in terminal panicles on 3-foot stems. What more could one ask of a plant? Propagation: Easy from fresh seeds sown outdoors in autumn.

Coral-bell. Many factors, including a graceful habit, June and July flowering period, attractive colors, ease of culture and pleasing foliage, combine to make *heuchera* an important garden plant—important not only for grouping in forward positions, but also for the rock garden

BIG

In our 500 acres of nurseries, we have one of the largest available supplies of big specimen material. We have an extensive selection of trees and shrubs of all types and varieties.

This large specimen material includes:

- Azaleas
- Taxus Fastigiata
- Taxus Repandens
- Hybrid Rhododendron
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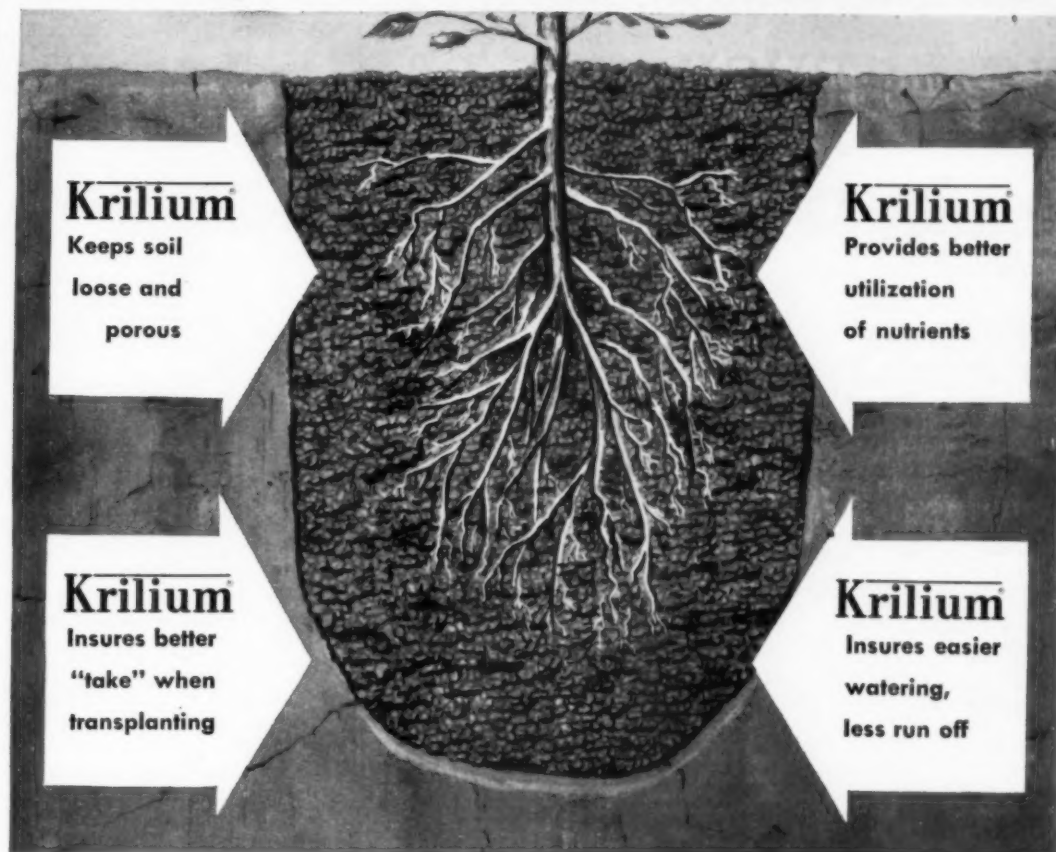
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The ideal permanent evergreen ground cover plant for shady and semishaded areas in all climates. Strong, well-rooted, 1-yr. plants: \$3.75 per 100; \$35.00 per 1000; \$32.50 per 1000 for 5000 or more in one shipment. Available for prompt shipment—late March through November. Shipments anywhere, including Canada.

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Krilium brings Nurserymen 3 Big Profits...

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- 2. Tie-in sales!** When selling nursery stock you have the perfect opportunity to make an extra Krilium sale...more profits!
- 3. Repeat sales!** Nursery stock transplanted by buyers to soil conditioned with Krilium has

a real chance to thrive and blossom. So with confidence in their newly discovered "green thumbs" customers come back for more.

P. S. Krilium solves your toughest bench soil problems! Prevents puddling when sprinkling young plants, because water is quickly absorbed... prevents "wet feet." Krilium action also holds up under sterilization of bench soil.



Add Krilium profits to every sale!

OUR BUSINESS is growing good nursery stock YOUR BUSINESS is knowing good nursery stock

	Each Per 10	Each Per 100
<i>Abelia grandiflora</i> , 4-in. pots	\$ 0.70	\$ 0.60
<i>Acer palmatum atropurpureum</i> , 15 to 18 ins., in fiberoid pots	3.00	2.75
<i>Acer platanoides</i> , 1½ to 1¾ ins.	6.75	6.25
Azaleas, Named Hardy Evergreen Varieties		
6 to 8 ins., B&B	1.10	1.00
8 to 10 ins., B&B	1.40	1.30
10 to 12 ins., B&B	1.75	1.60
12 to 15 ins., B&B	2.20	2.00
<i>Azalea altacalarensis</i> , 15 to 18 ins., B&B	3.25	...
<i>Azalea mollis</i> , 12 to 15 ins., B&B	2.50	2.25
<i>Buxus suffruticosa</i> , 4 to 6 ins.	.35	.30
<i>Enkianthus campanulatus</i> , 2 to 2½ ft., B&B	3.00	2.75
<i>Euonymus alatus compactus</i> , 2 to 2½ ft.	1.75	1.50
<i>Euonymus patens</i> , 15 to 18 ins.	2.00	1.75
<i>Hydrangea opuloides acuminata</i> , 12 to 18 ins., B&B	1.75	1.50
<i>Hypericum densiflorum</i> , 2 to 2½ ft.	.75	.70
<i>Ilex crenata</i> , 1½ to 2 ft., B&B	3.25	3.00
<i>Laburnum vulgaris</i> , 5 to 6 ft.	2.75	2.50
<i>Leucothoe catesbaei</i> , 9 to 12 ins.	1.40	1.20
<i>Pieris japonica</i> , 12 to 15 ins., B&B	2.25	2.00
<i>Rhododendron catawbiense hybrids</i> , in variety, 15 to 18 ins., B&B	3.75	3.50
<i>Styrax japonica</i> , 3 to 4 ft.	2.75	...
<i>Syringa oblata dilatata</i> , 2 to 3 ft., B&B (Earliest-flowering lilac)	3.25	3.00
<i>Taxus cuspidata</i> , 15 to 18 ins., B&B	3.00	2.75
<i>Taxus capitata</i> , 2 to 2½ ft., B&B	4.25	4.00
2½ to 3 ft., B&B	5.75	5.50
3 to 3½ ft., B&B	8.00	7.50
3½ to 4 ft., B&B	10.00	9.00
4 to 4½ ft., B&B	12.00	11.50
4½ to 5 ft., B&B	14.00	...
<i>Taxus wardi</i> , 15 to 18 ins., B&B	3.00	2.75
<i>Taxus media andersoni</i> , 15 to 18 ins., B&B	3.25	3.00
<i>Thuja pyramidalis</i> , 4 to 4½ ft., B&B	4.50	4.00

Packing or truck delivery at cost.
25 at 100 rate.

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Rhododendron — Kalmia
Azalea

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We never talk about the other fellow's low prices; he knows what his merchandise is worth. We grow **good** evergreen liners. Ask for our wholesale list.

The STEDMAN NURSERIES
NEWFANE, N. Y.

and for cutting. Then, too, they are tolerant, doing well in sun or part shade. Propagation is by division or from leaf cuttings. The latter process is sure and easy if the adventitious bud at the base of the petiole is taken with the leaf.

Iris. The tall bearded iris is one of the most important garden flowers today. I suspect that the neighborhood grower could lose his shirt in nothing flat if he went into high-priced novelties, but I am sure that he could make money on the better of these novelties after they come down in price to the level where the ordinary gardener (God bless him!) can afford to plant them. The same may be said, perhaps to a less degree, of the lovely Siberian varieties.

Hemerocallis. Day lilies, together with chrysanthemums and iris, could drive the sanest nurseryman crazy, if he tried to follow the new introductions as fast as they came on the market. If one lets the specialist do the investigating, the latter may get the cream of the profits but he also takes most of the risks, and you and I can come along and take some of the skim-milk profits from the proved kinds.

Peony. Not much need be said about peony except to point out its great value not only while in bloom but as a landscape ornament from spring until late fall. It is not necessary, of course, for the neighborhood growers to keep up with all the new introductions, for that would burden his inventory beyond all reason. Perhaps a dozen of the best kinds (and that does not necessarily mean the new ones) would be sufficient.

Hollyhocks. Sentiment has, I suppose, something to do with the inclusion of hollyhocks here, but sentiment is not all. There are, in fact, few more satisfying flowers when good plants of a good strain are well-grown. No one could tell you the kind or kinds to grow, because no one knows as well as you do the class of clients you have. Be they single or double, it is nearly always well to have some plants in separate colors, for more and more gardeners are watching their color schemes.

Phlox. Despite a few drawbacks, including liability to mildew, the summer phlox (*Phlox paniculata*) is one of the most important summer-blooming garden plants. In fact most gardens would be quite dreary during July and August if it were not for the phloxes. From the nurs-

Profits roll in when you sell...

Armstrong Roses



MOJAVE

The Grand Slam Winner! All-America for 1954, Bagatelle Gold Medal and Geneva Gold Medal. It's a radiant orange set aflame by scarlet and vermillion highlights; the finest orange-colored rose yet introduced. Rare color, vigor, free-blooming habit and widespread publicity all combine to create a big demand. Your customers will ask for Mojave.

FROLIC — More flowers than we have ever seen on a Floribunda. Clear pink, they literally cover the 2 to 3 foot plant throughout the season. Well rounded growth and dense foliage; ideal to recommend for colorful borders and hedges.

EMBERS — Fiery red blooms that glow like red hot embers are set off by the very dark green leaves of this new Armstrong Floribunda. Grows 3 to 4 feet. Everyone is asking for Floribundas nowadays, and here is a really vivid one.

Start 'em rolling by writing for our wholesale list!

Armstrong Nurseries

ONTARIO, CALIFORNIA

Why be satisfied with a short spring season?

*Sell 'em all summer
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CLOVERSET * POTS!



• Sizes for every kind of stock up to 10 feet tall.

• Plants can be set out ANY time without disturbing roots or slowing growth.

Because Cloverset pots keep the roots safely INSIDE the pot, growing plants can be moved, sold and transplanted any time without loss or damage—which means that you can make MORE SALES of healthy, attractive stock all through the summer and fall—and more sales mean BIGGER PROFITS WITH CLOVERSET POTS!

PRICE LIST F. O. B. KANSAS CITY, MO.

TYPE	Height	Top Diam.	Nearest Clay Pot	Approx. Weight	PRICE		
STANDARD HEAVY	(Packed 100 in carton; 300 or more at 1000 price)			Per 100	Per 100	Per 1000	
	No. 0	5 1/2 ins.	5 ins.	6 ins.	30 lbs.	\$3.25	\$30.00
	No. 1	6 1/2 ins.	6 ins.	7 ins.	50 lbs.	4.50	42.50
	No. 2	9 1/2 ins.	7 ins.	8 ins.	74 lbs.	5.00	47.50
	No. 3	9 ins.	8 ins.	9 ins.	82 lbs.	5.50	52.50
No. 4	(Packed 25 in carton)			Per 100	Per 25	Per 50	Per 75
	13 ins.	12 ins.		130 lbs.	\$7.00	\$13.25	\$19.75
					Per 100		Per 1000
					\$23.75		\$210.00
SPECIAL LIGHT	(Packed 200 in carton)			Per 200	Per 200	Per 1000	
	No. 0	5 1/2 ins.	5 ins.	6 ins.	25 lbs.	\$5.50	\$25.00
	No. 1	6 1/2 ins.	6 ins.	7 ins.	40 lbs.	7.50	35.00
	No. 2	9 1/2 ins.	7 ins.	8 ins.	60 lbs.	8.50	40.00

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eryman's standpoint that is good news, for the plants are easily propagated from root cuttings, they grow well without fussing and they provide a quick turnover. There are many kinds on the market, so many in fact that it would be impossible to select all the good ones, though I should like to point out a few preferences of the writer. In whites, Mary Louise continues to be my favorite, though the new White Admiral may usurp that place; in pinks, the soft pink of Pinkette and the crimson-eyed salmon-pink Daily Sketch are near the top, with the new Sir John Falstaff breathing down their necks; in red, give me Charles Curtis; in blue, the choice is more difficult, though I think Rosy Blue still gets the call.

Pinks. Garden pinks of varied ancestry and varied uses are as important to modern gardeners as they were to those of former years. There are varieties to suit every taste, from the nostalgic gardener who likes to have Napoleon III and Her Majesty around for old-time's sake to moderns who find the long-blooming habits of modern varieties like Old Spice and The Bishop to their liking.

Poppy, Iceland. I sometimes think that if I were confined to one flower it would be the Iceland poppy. That is partly because poppies like this light, sandy soil and remain here longer than they do in heavy soil; also, our normally cool summers seem to please them. It is a broad subject that would take far more space for the telling than we have at the moment, but I promise a fuller treatment later. It is mentioned now as a matter of record in the present enumeration.

Poppy, Oriental. Although usually looked upon as a specialist's crop, oriental poppies can serve the neighborhood grower well, if correctly handled. This, in my opinion, would include having a good selection of modern varieties, well-grown young plants (preferably pot-grown) or old plants to be sold while dormant, and a showing of one's wares in an attractively arranged display garden. A selection of kinds could best be made after a thorough inspection of a specialist's planting.

Sunflower, False. *Heliopsis scabra* has long been one of my favorite garden flowers, because, like Iceland poppies and a few others, it gives so much for so little. Any plant that will commence to give of its bounty in June and continue until



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October has my affection. Add the delightful color of varieties Gold-Greenheart and Summer Gold and their doubleness, and one has something really outstanding.

Sneezeweed. I have had so much to say about *Helenium autumnale* during the past few years that more need not be said now, except to remind readers of its great value in the summer and autumn landscape. The better kinds can serve you and your clients in exemplary fashion.

Viola, Bedding. We who live in the cooler parts of the country are specially blessed because we can have our bedding violas, *Viola cornuta*, from the passing of snow in early spring to its coming again in autumn. Those who live in cool sections which are also naturally moist are even more blessed in that respect. But gardeners in all sections can enjoy them during the cooler parts of the year. For that reason, bedding violas would find a prominent place in my operations regardless of where I worked.

Gaillardia. Even though I personally dislike the combination of red and yellow found in the usual *gaillardia*, I still consider it one of the most desirable plants for dry, hot situations. And when I can obtain a pure yellow variety like Mr. Sherbrook, I can think of few June-to-October bloomers that I like better. The named varieties are easily grown from root cuttings, quickly growing into money.

Gypsophila. After going over what has been written in the preceding, I find that one of my favorite landscape plants, baby's-breath, was overlooked. That would not do, however, for one could not well use oriental poppies and others that do the disappearing act without baby's-breath to cover their passing.

Veronica. Although I may have exceeded the request for 20 plants, the addition of one or two extras eases the difficulty of making such a restriction on the numerous good choices. For the last plant it is not likely that I could do better than select *veronica* and let the individual choose the one he likes best. So long as I cannot grow *V. maritima subsessilis* well (and that has long been my ambition as a gardener), I think my choice would fall on the 15-inch *Blue Peter*, a handsome blue ornament of early summer, though I hear good reports on *Blue Champion*, and, of course, *Crater Lake Blue* has to be taken into consideration, too.

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Our apple seedlings are from a good source of French crab apple seeds, and our domestic apple seeds are from the Winesap apples.

Our pear seedlings are from the Bartlett pear seeds, as this is the only source of seed supply that we have at the present time. Our quince seedlings are grown from Angers quince cuttings.

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- Lilacs** in choice varieties
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- Wistaria Chinensis** (blue)
- Wistaria Rosea** (pink)

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- Japanese Flowering Cherry, Kwanzan**
(double pink)
- Juniperus Pfitzeriana**
- Moerheim Blue Spruce**
- Viburnum Carlesi**

Two-year transplants in:

- Cotoneaster Divaricata**
- Cotoneaster Horizontalis**
- Cotoneaster Praecox**
- Euonymus Vegetus**
- Forsythia Spring Glory**
(new)
- Ilex Convexa** (cuttings)
- Prunus Maritima**
(Beach Plum)

One-year transplants in:

- Juniperus Hetzi**
- Magnolia Soulangeana**
(grown from cutting)
- Regel Privet** (genuine)

Seedlings in:

- Prunus Maritima**
(Beach Plum)
- Viburnum Carlesi**

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COVER ILLUSTRATION

Malus Purpurea Eleyi

Several species and varieties of crab apples have been described previously in brief notes about the plants pictured on the covers of the American Nurseryman. It has been stated before, and can be repeated again, that the crab apples are one of the most outstanding groups of small flowering trees that we have available in the nursery trade today. Coupled with good form and foliage are outstanding flowers and fruits.

Malus purpurea eleyi, popularly known as the Eley purple crab apple, is one of the flowering crab apples that has been frequently planted during the past two decades, but seems to have lost some of its popularity during the past few years, especially in the midwest. This loss of popularity has come about as a result of this clone's susceptibility to some diseases and the better flower color that some of the newer types have.

The Eley crab apple is upright-spreading in its habit of growth, reaching a height of 30 feet or more at maturity. *Malus purpurea* and its varieties are among the largest of the crab apples. *Malus purpurea* is a hybrid between *Malus pumila niedzwetskyana* and *Malus atrosanguinea* and the type, Eley, originated sometime before 1920.

The generic name, *malus*, is the ancient Latin or classical name for the apple. The specific name, *purpurea*, might refer to the purplish unfolding leaves and flowers, the color of the inner bark or to a combination of these.

The leaves of the Eley crab apple are ovate to elliptic, reddish or reddish purple when unfolding and mostly two to three inches long with a toothed margin. There is no outstanding fall foliage color, which is true for most of the flowering crab apples.

The flowers are a wine-red color, about an inch and a quarter across. The fruits are purplish red in color and about one inch long.

Nothing particular needs to be stressed about the cultural requirements of the Eley crab apple. It does best in good soil and nearly full sun. It is hardy, relatively easy to transplant and requires some thinning of branches in the compact crown and the removal of sucker shoots.

Malus purpurea eleyi is susceptible to apple (cedar) rust and scab, as

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Bushy-type Vermeulen and Kelsey, 18 to 20 ins., 7 years old, XXX, \$2.55 each.

Taxus brevifolia nana, 12x12 ins., 8 years old XXX, \$2.50 each.

Limited quantity of Hicks' liners, 12 to 18 ins., 6 years old, XX, \$0.85 each.

Vermeulen's liners, 12 to 15 ins., 6 years old, XXX, \$1.00 each.

Chamaecyparis obtusa gracilis, 2 to 2½ ft., 10 years old, XXXX, \$2.75 each.

Purchaser will do own digging, excepting liners. No shipping.

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6 to 8 ins., 2-yr., T., \$10.00 per 100

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well as some other less troublesome insects and diseases. Scab may cause serious defoliation during late summer and fall. The usual recommendations for apple tree scab control should be followed to prevent serious spread of the disease and defoliation.

Propagation is generally by bench grafting or by summer budding.

The landscape use of the Eley crab apple is as a small flowering tree for a remote lawn area or border planting. Planting it in the vicinity of walks and drives should be avoided, because the fruit is somewhat messy after falling. L. C. C.

NORTH JERSEY ELECTS

An election of officers was held at a recent meeting of the North Jersey Metropolitan Nurserymen's Association, with new officers elected as follows: President, Paul Hoverman, Paramus; vice-president, Oker DeVries, Ramsey; treasurer, Engel Zegers, Mountain View, and secretary, Edward S. Wyckoff, Millburn. Russell D. Jacobus, Upper Montclair, and J. Elwood Harper, Pompton Plains, were elected to 3-year terms on the executive committee.

Three past presidents of the association were voted in as trustees so that the incorporation of the association could be completed. They were Charles Hess, Mountain View, Russell Jacobus, Upper Montclair, and Harry Deverman, Clifton.

C. A. Kievit was presented with a citation honoring him with life membership on the executive committee. Mr. Kievit was so honored as the oldest active member of this group.

E. S. Wyckoff

SUMMER MEET IN WISCONSIN

Nurserymen were not limited to any formal program when they attended the joint summer meeting of the Illinois State Nurserymen's Association and the Wisconsin Nurserymen's Association, held from June 26 to 28 at Deer Trail lodge, Heafford Junction, Wis. The guests were there just to relax and talk about their business in an informal way, and even the Saturday night banquet was held in this spirit.

Deer Trail lodge was filled to capacity with some 80 nurserymen and their families, with a few more scattered out in nearby motels. Because there was no registration, however, the exact number was not known.

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4-XD—the new dry applied weed control.

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We sold our property. The following — all choice landscape material — must be sold and moved before September 30:

- 38 Arborvitae, American, 3 to 4 ft.
- 10 Arborvitae Elegantissima, 3 to 4 ft.
- 57 Arborvitae, George Peabody, 2 to 4 ft.
- 10 Arborvitae Pyramidalis, 3 to 4 ft.
- 250 Colorado Blue Spruce, 2 to 4 ft.
- 6 Hemlock, 3 to 4 ft.
- 7 Juniper, Pfitzer, 2 1/2 to 3 ft.
- 37 Retinospora Filifera (Thread), 2 to 2 1/2 ft.
- 40 Taxus Cuspidata Capitata (Upright), 2 1/2 to 5 ft.
- 18 Taxus Cuspidata, 2 to 2 1/2 ft.
- 30 Taxus Hatfieldi, 2 to 2 1/2 ft.
- 110 Taxus Hicksi, 2 to 2 1/2 ft.

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OBITUARY

Mrs. John M. Leonard

Mrs. John M. Leonard, vice-president of A. M. Leonard & Sons, Piqua, O., importers and manufacturers of horticultural tools, died July 8 at the Piqua Memorial hospital of a coronary ailment developed as a result of high altitudes she experienced in South America on travels there last winter.

Born Marie Stadelhoffer, July 10, 1900, at New Castle, Pa., Mrs. Leonard was the daughter of Rudolph and Clara Stadelhoffer. She was a graduate of Oberlin College, Oberlin, O., and lived at Piqua since her marriage in 1923.

Mrs. Leonard was a member of the Greene Street Methodist church and of the American Association of University Women and a board member of the local Y.W.C.A. and P. T. A., as well as last year's president of the Research Club. With her husband she established the John M. Leonard Foundation, which furnishes tuition for girls' college education.

Mrs. Leonard is survived by her husband; a son, Robert, 16 years old, at home; her mother, and two sisters.

William C. Salome

William C. Salome, founder of the Mount Hope Nursery, Mount Hope, Kan., died at home recently. Mr. Salome had been in poor health for several years. He was 82 years old.

Mr. Salome was born at Braunschweig, Germany, and came to this country when he was 18. Ten years later he married Agnes Heinrich at Haven, Kan. The couple eventually moved to Mount Hope, where Mr. Salome started the nursery, which has been consolidated with the Wichita Landscape Co. Mr. Salome originally was an interior decorator.

He is survived by his widow, Agnes; a son, William C., Jr., a former mayor of Wichita; two grandchildren, Mrs. Carolyn Rouse and William C. III, and one great-grandchild.

Harold Berquist

Harold Berquist, 59, owner and operator of Green Arrow Nursery, Van Nuys, Calif., died in a local hospital recently after having a heart attack.

Two sons, Max and Robert, oper-

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DWARF APPLE ON DOUCIN

8000, one-year buds. 15 varieties.

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Assortment of Large-size Plants for Landscape Planting

Having sold land, will clear this fall. Inspection and Correspondence Invited.

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Rhododendron Maximum

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Fall, 1953 and Spring, 1954

SUNCREST EVERGREEN NURSERIES

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Johnstown, Pa.

ated the nursery with Mr. Berquist, who was a member of the California Association of Nurserymen.

In addition to his sons, he is survived by his widow, Cecile; two sisters, four brothers and another son, Dale, owner of Green Thumb Nursery, Canoga Park, Calif.

LORAIN COUNTY PICNIC

Nurserymen, their families and guests came from four Ohio counties to enjoy the annual picnic of the Lorain County Nurserymen's Association, at Locke's Oberlin Nursery, Oberlin, on July 12. Over 50 persons were present and all joined in one or more of the activities arranged for the day. There was a picnic lunch and supper and, in between, some informal games for the vigorous and some informal conversation for the loquacious. Present among the guests were Charles Coles and his family. Mr. Coles is the new county agent of Lorain county.

A short business meeting was held at the close of the day, and final plans for the annual inspection tour of member nurseries were made. The tour will take place August 4.

The group voted to accept the invitation of the Lorain county fair board to place a nursery exhibition in Agricultural hall. It was decided that the proper display would be one that would show the production of a plant in several stages, so as to acquaint the public with the time and work involved.

A brief discussion was held of the weekly radio programs which are the result of joint efforts of the county agent, the agricultural extension office and members of the association. This is the second year of these programs, which are heard over station WEOL, at Elyria, and consist partly of a session during which questions submitted by the listeners are answered. The programs have been well-received, it was said.

Laddie J. Mitiska, Sec'y.

OPPORTUNITY IN TEXAS

The board of city development of Brownsville, Tex., recently announced the outcome of a survey of the agricultural possibilities of the area which indicates an opportunity for establishment of a tropical mail-order nursery. The extremely mild Brownsville climate, plus easy access to tropical imports from Latin America by sea or air, make the location ideal, the report indicated.

LINING-OUT STOCK FALL, 1953, DELIVERY.

Each per 100

ILEX CRENATA CONVEXA (BULLATA).

2-yr., X, 4 to 6 ins.	\$0.20
2-yr., X, 6 to 8 ins.	.25
3-yr., XX, 6 to 8 ins., bushy, field bed.	.45
3-yr., XX, 8 to 10 ins., bushy, field bed.	.55
4-yr., XX, 10 to 12 ins., bushy, field bed.	.75
Rooted cuttings of above.	.10

ILEX CRENATA CONVEXA (from seeds).

These do not come true to convexa type, but they appear to have developed into a superior variety of crenata and it looks like there may be some unusual types in the lot.

2-yr., X, 4 to 6 ins.	.18
2-yr., X, 6 to 8 ins.	.23
3-yr., XX, 6 to 8 ins., bushy, field bed.	.40
3-yr., XX, 8 to 10 ins., bushy, field bed.	.50
4-yr., XX, 10 to 12 ins., bushy, field bed.	.65

ILEX CRENATA.

2-yr., X, 6 to 8 ins.	.25
3-yr., XX, 6 to 8 ins., bushy, field bed.	.40
3-yr., XX, 8 to 10 ins., bushy, field bed.	.50
2-yr., S. \$85.00 per 1000.	

TAXUS CUSPIDATA.

3-yr., XX, 6 to 9 ins., field bed.	.40
3-yr., XX, 9 to 12 ins., field bed.	.50

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Grown from seeds. All colors mixed.

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6 to 8 ins., XX, bushy, field bed.	.40
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8 to 10 ins., XX, field bed.	.50
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Mississippi Nurserymen Meet

By Walter E. Davis

The 11th annual convention of the Mississippi Florists' and Nurserymen's Association was held June 21 to 23, at the Hotel Heidelberg, Jackson, Miss. The convention, from the standpoint of attendance and interest, was one of the most successful ever held by the association. The florists of Jackson, under the able direction of Fred Cruise, Cruise Flower Shop, arranged a splendid program that was educational as well as entertaining.

Balloting for officers Monday afternoon, June 22, resulted in the unanimous choice of Roy A. Severs, Severs Flowers, Greenville, as president; Percy W. Reeves, Annette Stemme, Hattiesburg, Miss., became vice-president of the nurserymen's division; Mrs. N. E. Love, Love Floral Co., Kosciusko, Miss., was chosen vice-president of the florists' division, and Dr. Walter E. Davis, Mississippi State College, State College, was reappointed secretary-treasurer.

After a designer's breakfast and an executive committee breakfast Monday morning, June 22, a general business meeting was held. Allen Thompson, mayor of Jackson, welcomed the conventioners to the city and was presented with a bouquet of gladioli and carnations. Percy Reeves presented a resolution conveying the condolences of the association to the family of Jerry Griffith, Vicksburg, who died last April.

After the morning business session, Dr. Marvin Twigg, of Mississippi State College, Clinton, reported briefly on the soil-testing equipment and tests available to the membership as a result of a \$500 fund set up by the association, and each member was urged to take advantage of the facilities for soil testing offered.

Dr. Twigg introduced Prof. Alex Laurie, the first speaker in Monday's growers' clinic, who spoke on work at Mississippi State College on timing of crops, control methods and summertime crops. He urged those present to visit the experiment stations and to support them financially.

Professor Laurie brought out the fact that 75 to 80 per cent of flowers used in the south are grown in the north or elsewhere and challenged the growers to change this situation. Such flowers as snapdragons, mums, gardenias and or-

chids can be grown better in the south than in the north. However, carnations and roses, he claimed, should be left for someone else to grow, because of the extremely high temperatures found in the south. Poinsettias, lilies, geraniums, gloxinias and saintpaulias are pot plants that can be grown in excellent quality in the south, but primroses and cyclamens should be avoided.

Foliage Plants

Professor Laurie said that chain stores have been responsible for much of the large volume of sales of foliage plants. Having the plants

constantly before the public eye has certainly increased the demand for them. He gave the following reasons for the popularity of foliage plants: Attractiveness, good keeping qualities and the fact that they seem to bring the outdoors inside.

Professor Laurie gave some cultural hints to growers. One should purchase rooted cuttings and, for most species, use moist soil when potting and then withhold water for about one week. This will allow for good root action and luxuriant growth. The soil mix recommended for foliage plants is different from the usual. One-half peat and one-half sandy soil provide for drainage and good growth.

Regarding the proper use of foliage plants, Professor Laurie emphasized the importance of not mixing

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American Arborvitae, 6 to 10 ft., for screening.

Pin Oak, 3 to 4-in. caliper, spaced 8 by 8 ft.

American White Birch, 7 to 12 ft., single or multiple stem.

Taxus Cuspidata, 15 to 18 ins.

Norway Spruce, 2 to 3 ft. and 3 to 4 ft.

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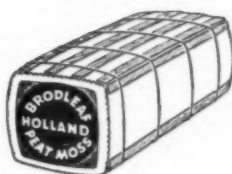
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the types that grow best in dry conditions with those that grow best in wet situations. His example was that peperomia (dry) should never be mixed or used in the same container with philodendron (wet).

Plants good for the home are pothos, philodendron, nephthytis and peperomia. Those not good, he said, are ficus, dracaenas and dieffenbachias.

Professor Laurie encouraged the use of sterilization of the soil to control weeds and diseases. The south needs to follow modern methods of controlling insects, of watering and of liquid fertilization in order to save labor. This requires trained labor, which costs more, but, as he put it, "Cheap labor is cheap only in price." He cited his own foliage plant business in Florida as an example of good labor handling. When good wages are paid, plus a bonus, the laborer has an incentive to do good work and the employer receives his money's worth with much less worry.

Others Speak at Clinic

Featured speakers at the clinic in addition to Professor Laurie were Dr. Tok Furuta, Alabama Polytechnic Institute, Auburn, Ala.; Cameron Verhalen, Verhalen Nurseries,

300 *Taxus Cuspidata Capitata*,
2 to 6 ft., heavy.
25 *Tsuga Canadensis*, 4 to 8 ft.
50 *Thuja Occidentalis Rosenthalii*, 2 to 2½ ft.

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S., 9 to 12 ins.	15.00	125.00
S., 12 to 18 ins.	20.00	175.00
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S., 3 to 6 ins.	6.00	55.00
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S., 9 to 12 ins.	12.50	100.00
S., 12 to 18 ins.	17.50	...
T., 9 to 12 ins.	15.00	135.00

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S., 6 to 9 ins.	8.50	75.00
S., 9 to 12 ins.	10.00	90.00
T., 9 to 12 ins.	15.00	135.00
T., 12 to 18 ins.	22.50	200.00

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Scottsville, Tex., and Dr. M. C. Twigg.

Also heard from were Newton Love, Jr., Wallace Gordon and A. E. Holmes, recipients of Mississippi Florists' and Nurserymen's Association student scholarship awards, who gave results of research that each had carried on at Mississippi State College.

Dr. Furuta discussed timing of mums for year-round production in the south. He gave some interesting information on what to expect from certain varieties when grown under southern conditions as compared to northern conditions.

Cameron Verhalen spoke on growing nursery stock in containers. He discussed its advantages and disadvantages. The plants grow faster because better control of growing conditions is possible. Harvesting is less expensive than with field-grown stock and the plants can be sold the year around. The equipment used in planting the stock in cans by the Verhalen Nurseries was described in detail. The equipment was built by them and has proved to be satisfactory. "As many as 10,000 gallon cans may be planted in a day," he said. Mr. Verhalen agreed that this method of growing requires more technical knowledge concerning cultural practices than does field growing.

Mr. Love, in his work with poinsettia propagation, found that leaf bud cuttings will reduce the height of the finished plant. For best results these should be taken prior to August 8. Leaf bud cuttings taken prior to August 8 produced finished plants equal in quality to those produced from regular stem cuttings. He found that stem cuttings taken prior to August 19 were most satisfactory. However, he said that stem cuttings may be taken as late as October 1 and will still produce satisfactory, salable plants. Late propagation, he emphasized, is another method of reducing the height of finished plants.

Tells of Mum Research

Mr. Gordon discussed the results of his research dealing with the suitability of garden varieties of chrysanthemums for spring pot plant sales. He stated that, because of the quality of the pot plant that can be grown from garden varieties of chrysanthemums, plus the added sales appeal that comes from the fact that these plants will make a worth-while addition to the garden, they should be a profitable crop to grow. In the north, he pointed out,

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- 2000 **Mugho Pine**, 15 to 24 ins.
- 300 **White Pine**, 4 to 5 ft.
- 3000 **Irish Juniper**, 4 to 6 ft.
- 1000 **Greek Juniper**, 30 to 48 ins.
- 500 **Pyramidal Arborvitae**, 3 to 4 1/2 ft.

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it is the custom to have garden varieties of pot mums in bloom on Mothers' day, because it is at this time that the outdoor-planting season begins. In Mississippi, the garden-planting season begins at least a month earlier, which would make Easter as well as Mothers' day a time to make sales.

Results of research on container growing of nursery stock was explained in detail by Mr. Holmes. He was careful to point out that if clay pots are to be used as the container they should be plunged in sand, sawdust or some other mulching material to avoid excessive watering, which results in leaching of nutrients. Metal containers were recommended on the basis of these tests.

Krilium used in the soil mix, Mr. Holmes explained, facilitated watering in that the water soaked in readily, but did not give an increase in growth except in the case of sugar maples. The sugar maples were started as small seedlings, and the increased growth was probably caused by the improved soil structure. Mr. Holmes emphasized the importance of maintaining the proper nutrient levels as indicated by soil tests. Frequent fertilization is required to produce a vigorous, salable plant.

A detailed discussion was given by Dr. Twigg on how to grow bedding plants. He pointed out the importance of using good seeds. "Do not take a chance on old seeds," he said, "unless a germination count is made first." He stressed the use of sterilized soil for seed flats and the potting mix, as well as to control damping-off fungi and weeds.

BANKRUPTCY PETITION

The Jersey City, N. J. firm, Peter Henderson, Stumpp & Walter Co., has filed a petition of bankruptcy June 16 in the New York federal court, listing assets of \$831,293 and liabilities of \$1,098,554.

It was reported that unfavorable spring weather was largely responsible for the failure of the retail and wholesale seed, bulb, plant and garden supply business. The Henderson firm, which was reorganized in 1890, and Stumpp & Walter, established in 1897, merged in March, 1952. Although the merger effected many economies, financial difficulties and bad weather were too much to overcome.

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Baroness Schroeder. (8.0) Flesh-pink, changing to white with creamy center. Midseason.	5.00	45.00
Duchess de Nemours. (8.1) Sulphur-white fading to pure white. Cup-shaped. Midseason.	4.50	40.00
Edulis Superba. (7.6) Very double, very early, medium size. Clear, deep pink blooms; tall plants. Desirable for cut flowers.	3.50	30.00
Felix Crousse. (8.4) Blooms late midseason. Large double blooms of bright ruby-red.	4.00	35.00
Festiva Maxima. (9.3) Very large, globular, double white flowers with flecks of crimson on center petals. Early bloomer. Very popular.	4.50	40.00
Fontenelle. Large dark red blooms in midseason; excellent for cutting.	4.50	40.00
Frances Willard. (9.1) Blush-white changing to pure white, occasional carmine fleck. Semirose-type, free-blooming. Late midseason.	5.00	45.00
Mary Brand. (8.7) Large, rose-type blooms of dark clear crimson. Fragrant, free-flowering, strong stems. Good both as a cut flower and garden decoration; midseason.	5.50	50.00
Mikado. (8.6) One of the best Japanese-type reds. Crimson guards surround the yellow stamens which are stained rose-red and tipped buff. Midseason.	6.50	60.00
Mme. Emile Galle. (8.5) Soft lilac-pink, yellow-white center changing to cream.	5.50	50.00
Mme. Jules Dessert. (9.4) White petals shaded with buff and salmon tints. Late midseason.	6.50	60.00
Monsieur Jules Elie. (9.2) Very large double blooms of light rose-pink borne on tall stems. Moderately fragrant, blooms early. Most effective as cut flowers.	5.00	45.00
Myrtle Gentry. (9.1) Beautiful light pink. Perfect rose-type bloom with tints of flesh and salmon. Late-flowering.	8.00	75.00
Reine Hortense. (8.7) Large, flat, compact flower of uniform light shell-pink, center flecked with crimson. Semirose-type, very fragrant; midseason.	4.00	35.00
Sarah Bernhardt. (9.0) Uniform rose with silvery tips to petals. Late-flowering, semirose-type, fragrant; late.	5.00	45.00
Solange. (9.0) Delicate lilac-white opening to salmon at the center. Heart of deep orange-salmon. Large, compact rose-type. Late.	6.50	60.00
Walter Faxon. (9.3) Uniform bright rose, deepening toward center. Globular semirose-type; midseason.	5.50	50.00

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 Dark Green American Arborvitae, 3 to 4 ft., 4 to 5 ft.
 Woodward Globe Arborvitae, 15 to 18 ins., 18 to 24 ins.
 Juniper, Pfitzer, 24 to 30 ins.
 Juniperus virginiana burki, 3 to 4 ft., 4 to 4 1/2 ft.
 Juniperus virginiana glauca, 3 to 4 ft.
 Taxus cuspidata, 18 to 24 ins., 24 to 30 ins.
 Taxus intermedia berryhilli, 18 to 24 ins.
 Euonymus alatus compactus, 10 to 15 ins., bedders.
 Euonymus radicans erectus, 10 to 15 ins., bedders.
 Dark Green American Arborvitae, 12 to 15 ins., bedders.
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By E. Sam Hemming

IDENTIFYING PLANTS

To the layman or novice the identification of the many species and varieties of plants seems to be an almost impossible chore. To the professional, long associated with plants, it seems to come almost second nature. Yet even we do not realize or, at least, are not conscious of the diverse ways scientists have of identifying plants.

Recently, a wood technologist showed me a manual used in identifying all the woods of the trees grown and used for lumbering. Not only were the woods identifiable by the minor variations in cell structure, rings, rays and other anatomical features, but there was also a key by which all species could be traced. This key operated on the same principle familiar to us in Gray's and other manuals, where, by a process of elimination, we are led to the proper wood or plant. There is also a key whereby one can identify woody deciduous trees by the buds and bark in the dormant season. Of course, keys always remind me of the remark of a professor of systematic botany who said, "It is best if you know the plant you are trying to trace."

Besides the botanical keys there are even more abstruse ways of identifying plants used by the professional plantsman. A nurseryman or florist specializing in a certain genus or type of plant soon comes to identify varieties even when they are not in flower or fruit. Even carnation varieties, which seem so much alike, reveal minor differences which are apparent when batches of cuttings are seen side by side. Professor Shaw's work in certifying fruit varieties during their summer growing season is familiar to many nurserymen raising fruit trees and is based on tree character and foliage and bark differences.

Even these less obvious means of identifying plants are not the only methods. Since insects are such good botanists, one can almost tell the kind of plant in question by the nature of the insect attacking it and, similarly, by the kind of soil and natural conditions in which it grows. My father often said that, because of the manner of teaching plant identification at Kew Gardens, he believed that if he were blindfolded in almost

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any country in the world he could tell where he was. A knowledge of plants is not taught that way in this country, but one can see how this feat would be possible when you learn not only the plant but also where it grows.

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Some years ago S. M. Meehan published a pamphlet entitled "Flowering Times," listing the precise flowering times of most of the usual flowering trees and shrubs in eastern Pennsylvania. The idea really should have received more attention than it did. Unfortunately, the information would vary with every locality, but a precise pin pointing of the flowering time certainly helps when a customer asks for aid in identifying a plant by description only.

We really do not realize the many ways we use to identify plants until we stop and think about it.

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Coming Events

MEETING CALENDAR

August 3 and 4, summer meeting, National Mail Order Nurserymen's Association, Hotel La Salle, Chicago.

August 3 to 7, garden lovers' short course sponsored by department of horticulture, state of Virginia, Virginia Polytechnic Institute, Blacksburg, Va.

August 5, summer meeting, New Jersey Association of Nurserymen, Perkins-De Wilde Nurseries, Shiloh, N. J.

August 5 and 6, summer meeting, Indiana Association of Nurserymen, Pion Landscape Co., two miles north of Fort Wayne, Ind., on Route 427.

August 13, summer meeting, Pennsylvania Nurserymen's Association, Pennsylvania State College, State College, Pa.

August 13 to 15, summer meeting, Ohio Nurserymen's Association, Pick-Ohio hotel, Youngstown, O.

August 15, joint summer meeting, Pennsylvania Christmas Tree Growers' Association, New Jersey Forestry and Christmas Tree Growers' Association and New York Christmas Tree Growers' Association, at the Homestead, Jeffers plantation, Kingsley, Pa.

August 15 and 16, summer meeting, Hortus Alumni Association, Agricultural and Technical Institute, Alfred, N. Y.

August 16 to 18, Southern Nurserymen's Association, Biltmore hotel, Atlanta, Ga.

August 17 to 21, National Shade Tree Conference, Hotel La Salle, Chicago, Ill.

August 18, joint summer meeting, New England Nurserymen's Association, Rhode Island Nurserymen's Association, Massachusetts Nurserymen's Association and Connecticut Nurserymen's Association, Adams Nursery Co., Westfield, Mass.

August 18 to 20, New York State Nurserymen's Association, Garden City hotel, Garden City, L. I., N. Y.

August 19 to 21, nursery and landscape management conference, jointly sponsored by the Michigan Association of Nurserymen and the Michigan Landscape Conference, Kellogg center, Michigan State College, East Lansing.

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6 to 12 ins.	\$ 1.20	\$ 10.00
12 to 18 ins.	1.90	16.00
18 to 24 ins.	2.90	25.00
2 to 3 ft.	4.00	35.00
CATALPA SPECIOSA		
6 to 12 ins.	1.20	10.00
12 to 18 ins.	1.90	16.00
18 to 24 ins.	2.90	25.00
2 to 3 ft.	4.00	35.00
ELM, American		
6 to 12 ins.	1.20	10.00
12 to 18 ins.	1.90	16.00
18 to 24 ins.	2.50	22.00
2 to 3 ft.	3.50	30.00
ELM, Chinese		
6 to 12 ins.	1.20	10.00
12 to 18 ins.	2.00	18.00
18 to 24 ins.	2.80	25.00
2 to 3 ft.	4.00	35.00
KENTUCKY COFFEE TREE		
6 to 12 ins.	12.50	100.00
12 to 18 ins.	15.00	125.00
HACKBERRY		
6 to 12 ins.	1.80	15.00
12 to 18 ins.	2.80	25.00
18 to 24 ins.	4.50	40.00
HONEY LOCUST, Thornless		
6 to 12 ins.	1.70	14.00
12 to 18 ins.	2.20	20.00
18 to 24 ins.	3.30	30.00
2 to 3 ft.	5.00	45.00
3 to 4 ft.	8.00	70.00
1/4 to 5/16-in. cal., for budding under- stock		22.00

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	Per 100	Per 1000
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12 to 18 ins.	\$ 1.90	\$ 16.00
18 to 24 ins.	2.60	22.00
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12 to 18 ins.	2.90	25.00
18 to 24 ins.	4.00	35.00
2 to 3 ft.	6.50	60.00
MULBERRY, Russian		
6 to 12 ins.	1.20	10.00
12 to 18 ins.	1.90	16.00
18 to 24 ins.	2.90	25.00
2 to 3 ft.	4.00	35.00
OAK, Pin		
6 to 9 ins.	5.00	45.00
9 to 12 ins.	6.00	55.00
12 to 18 ins.	8.00	75.00
OSAGE ORANGE		
6 to 12 ins.	1.00	8.00
12 to 18 ins.	1.50	12.00
18 to 24 ins.	2.00	16.00
2 to 3 ft.	2.50	20.00
PRUNUS BESSEYI		
6 to 12 ins.	3.50	30.00
12 to 18 ins.	4.80	40.00
18 to 24 ins.	6.50	55.00
2 to 3 ft.	8.00	70.00
PRUNUS TOMENTOSA		
6 to 12 ins.	5.50	50.00
RUSSIAN OLIVE		
6 to 12 ins.	2.20	20.00
12 to 18 ins.	3.30	30.00
18 to 24 ins.	5.00	45.00
2 to 3 ft.	7.50	65.00

FRUIT TREE SEEDLINGS

	Per 100	Per 1000
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1/4 in. and up, branched	\$4.00	\$35.00
No. 1, straight, 3/16 to 5/16-in. cal.	4.00	35.00
Special grade, straight collar, short roots, 3/16- in. cal. and up. (These are ideal for whole root grafting)	2.90	25.00
No. 2, straight 2/16 to 3/16 in.	2.90	25.00
No. 3, about 2/16 in.	2.10	18.00
Row-run grade, 2 1/2/16 in. and up.	2.80	23.00
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1/4 in. and up.	4.00	35.00
No. 1, 3/16 to 1/4 in.	3.80	33.00
No. 2, 2/16 to 3/16 in.	2.90	25.00
No. 3, about 2/16 in.	2.10	18.00
PEAR SEEDLINGS, Bartlett		
1/4 in. and up.	4.00	35.00
No. 1, 3/16 to 1/4 in.	3.80	33.00
No. 2, 2/16 to 3/16 in.	2.90	25.00
No. 3, about 2/16 in.	2.10	18.00
PEAR SEEDLINGS, Serotina		
1/4 in. and up.	5.50	50.00
No. 1, 3/16 to 1/4 in.	5.00	45.00
No. 2, 2/16 to 3/16 in.	4.00	35.00
No. 3, about 2/16 in.	3.00	25.00
PLUM SEEDLINGS (Prunus Americana)		
1/4 in. and up.	4.50	40.00
No. 1, 3/16 to 1/4 in.	4.00	35.00
No. 2, 2/16 to 3/16 in.	2.90	25.00
No. 3, about 2/16 in.	2.40	20.00

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August 21 and 22, summer meeting,
Iowa Nurserymen's Association, Iowa
State College, Ames, Ia.

August 24 to 26, Texas Association of
Nurserymen, Baker hotel, Mineral Wells,
Tex.

August 26 and 27, summer meeting,
Nebraska Association of Nurserymen,
Cheyenne horticultural field station,
Cheyenne, Wyo.

August 27 and 28, annual short course,
Canadian Association of Nurserymen,
University of Western Ontario, London,
Ont., Canada.

August 30 to September 1, Virginia
Nurserymen's Association, summer meet-
ing, Hotel Roanoke, Roanoke, Va.

September 15 to 17, California Associa-
tion of Nurserymen, Hobergs resort, Ho-
bergs, Calif.

October 6 and 7, 12th short course on
roadside development, Ohio department
of highways, Columbus.

SHADE TREE CONFERENCE

The 29th annual meeting of the
National Shade Tree Conference
will be held August 17 to 21, at
the Hotel La Salle, Chicago.

Registration of delegates will be-
gin Monday, August 17, and in the
evening an informal party and barn

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18 to 24 ins., B&B.....	3.00
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MEYER JUNIPER	
15 to 18 ins., B&B.....	3.50
18 to 24 ins., B&B.....	4.25
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3 to 3 1/2 ft., B&B.....	4.50
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3 to 3 1/2 ft., B&B.....	4.50
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BLUE JUNIPER , sheared	
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KETELEER JUNIPER , sheared	
3 1/2 to 4 ft., B&B.....	5.50
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3 to 3 1/2 ft., B&B.....	4.50
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MENTOR BARBERRY	
18 to 24 ins., BR.....	.75
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HILLTOP NURSERIES
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dance will be held in the Century room of the hotel under the sponsorship of the Midwestern chapter.

Opportunities for discussion will be provided immediately following the presentation of each paper and in the plant clinic session. Field demonstrations of the most up-to-date tools and equipment used in arboriculture will be held in Jackson park on Wednesday, August 19, and during the entire meeting smaller tools and equipment will be on display at the hotel.

The annual banquet will be held Thursday, August 20, in the hotel's Grand ballroom.

Among the educational topics planned for the event are an address on "Business Trends and Economic Outlook," by Guy Reed, executive vice-president of the Harris Trust & Savings Bank of Chicago; a discussion of "Practical Blossom Control for the Arborist," by Theodore Haskell, city forestry department, Lansing, Mich., and Harry Turner, secretary, shade tree commission, East Orange, N. J., and talks on "Municipal Forestry Problems" and "Spruce Branch Canker," by Griggs Waring, city forester, Milwaukee, Wis., and Forrest Strong, botany department, Michigan State College, East Lansing, Mich., respectively.

Two panels—on "Municipal Arboriculture and Forestry" and "Developments in Oak Wilt Research"—will be led by Carl Schiff, city arborist of Brooklyn, N. Y., and A. J. Riker, of the University of Wisconsin.

Dr. L. C. Chadwick, of the department of horticulture, Ohio State University, will discuss interesting planting materials of Europe.

A panel on elm diseases will be moderated by J. C. Carter, of the Illinois Natural History Survey, Urbana, Ill.

"Human Relations in Industry" will be discussed by Abbott D. Spaulding, personnel supervisor of the Illinois Bell Telephone Co., Chicago.

Two final addresses—by Clarence E. Godshalk, director, Morton Arboretum, Lisle, Ill., on "Landscape Arboretum," and by George Tirrall, Greenfield, Mass., on "What We Have Learned about Mist Spraying"—and a question period will end the educational program.

A field day will be held during the conference and will include a number of contests designed to test the skill and strength of the participants. Two of the contests, the 1 and 2-man cross-cut saw log sawing events, will show what remains of

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the log-sawing skill of Paul Bunyan's time, before the advent of the powered saw. These tests, as well as the lag hook installation and thimble-wrapping contests also scheduled, are new features on the field day program and promise to add to it considerable action and spirit. One-half inch ropes and 1 and 2-man saws will be available, though contestants may bring their own if they wish. Persons competing in the lag hook installation and thimble-wrapping contests may bring their own bit brace, wrenches and lag bits, though, again, these pieces will be made available at the conference. Prizes will be awarded winners of the events, and persons intending to compete should notify the contest committee chairman, C. L. Wachtel, 611 Maywood avenue, Wauwatosa 13, Wis., on or before August 16. The contests are open to anyone registering at the shade tree conference.

PENNSYLVANIA MEETING

The summer meeting of the Pennsylvania Nurserymen's Association will be held August 13 at Pennsylvania State College, State College, Pa. The 1-day event will start at

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BOXWOOD GARDENS
Mrs. R. P. Royer High Point, N. C.

10 a. m. with registration at the Plant Industries building.

Among the special events scheduled are field demonstrations of nursery equipment, informal inspection of the college grounds, farms and test plots and a picnic lunch.

IOWA SUMMER MEETING

The Iowa Nurserymen's Association will hold a summer meeting at Iowa State College, Ames, on Friday and Saturday, August 21 and 22. The program for the meeting will treat of a wide variety of subjects, starting Friday with packaging trials and presenting in quick order ornamental weed control, turf studies, small fruit studies, dwarf orchards, rose breeding, propagation studies, apple variety trials, raspberry breeding, a trueness-to-name apple-identification block and a discussion of vegetable crops.

Saturday, the group will discuss the All-America Rose Selections trial gardens, the organization of the plant introduction gardens and the nursery run by the state department of conservation.

NEBRASKA MEETING

For their summer meeting, nurserymen of the Nebraska Association of Nurserymen will meet at the Cheyenne horticultural field station, Cheyenne, Wyo., a federal regional horticultural experiment station, where they will enjoy the hospitality of the station's director, Dr. A. C. Hildreth. The meeting will begin at noon on August 26, when the nurserymen will meet at the station and then go into Cheyenne for luncheon. Persons who are able to attend the lunch are asked to advise Dr. Hildreth of this fact.

Meetings and an extensive tour of the field station will occupy the afternoon and the morning of August 27. Comfortable accommodations are available at a number of motels in the vicinity of the field station and in hotels at Cheyenne. Members are urged to attend the meeting, perhaps including in the trip a visit to nearby Yellowstone park, in Wyoming, or Estes park, in Colorado.

HORTUS ALUMNI TO MEET

The Hortus Alumni Association was organized in 1950 by former students of the floriculture division of the New York Agricultural and Technical Institute, Alfred, N. Y. The group will hold its summer meeting this year on August 15 and 16 at the institute campus.



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MISSOURI SHORT COURSE

[Continued from page 15]

peans have 15 or 20 from which to choose. There are some dwarf plants and small trees which possibly can be grown in the United States and used effectively with the ranch-type home.

Tuesday morning the meeting moved to the new, completely air-conditioned Memorial student union building on the campus of the University of Missouri. The air conditioning was really appreciated, as temperatures outside ranged near 100 degrees throughout the short course. Hugh Steavenson, president of the Missouri State Nurserymen's Association, presided and welcomed the nurserymen and guests to the meeting.

James S. Wells, manager of the Koster Nursery, Bridgeton, N. J., and president of the Plant Propagators Society, reviewed "Some Ideas on Plant Propagation." He first took up propagation by seeds and stated that timing is the most important single factor, although other factors do influence timing. Certain seeds, such as dogwood and juniper, when cleaned and stored prior to planting, take all of two years to germinate, while the same seeds uncleaned and planted immediately will germinate the following spring. Other plants follow this same pattern of timing. Stratification is a method of overcoming the time element by breaking dormancy. Mr. Wells believes that peat, the stratifying medium, is a factor in the breaking of dormancy,

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36 to 38 ins. x 34 to 36 ins.	30.00
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and ROSEA — WEIGELA EVA
RATHKE — TRANSPLANTS AND
POTTED PLANTS.

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although he has no scientific evidence for this belief. The soaking of seeds in cold water at 41 degrees F. hastens germination. This procedure is especially useful with dried out seeds, such as pine, spruce and maple.

Well-established Understocks Good

Mr. Wells next reviewed grafting practices. He recommended the use of understocks established in pots a year in advance as being definitely beneficial for all grafted plants. Closed greenhouses and grafting cases with bottom heat present unnatural conditions for the plants and are certainly not good for them. It was his opinion that open benches give much more natural conditions. Side grafts, he said, made in February or March, painted with a paraffin wax and set in a 55 to 60 degree F. greenhouse allow the plants to begin growth slowly and in a natural manner and give good percentages. The humidity may be increased for some tender plants by plunging the grafts in peat. Root grafts are used for many plants, especially lilacs. Lilac grafts are made during cold weather and put into cold storage until planted in the field.

The main thing to look for in a rooting medium is a material that will hold moisture without itself being too wet.

Dr. L. C. Chadwick followed Mr. Wells with another talk based on his trip to Europe. This talk, entitled "Some Horticultural and Nursery Practices in Europe," dealt more directly with points of interest to the nurserymen. Dr. Chadwick prefaced his talk with the statement that his impressions of landscape practices were based mostly on what he saw in public gardens.

Tree maintenance practices are either apparently unknown or the methods used are obsolete in much of Europe, and the problems are somewhat different than in America. Trees are often cut back severely owing to lack of space and to the desire to let in all the sunlight possible. The lower branches are cut back along streets to allow a vista to the end of the street. Street trees are often pruned to definite shapes and are generally crowded much closer than is thought good in the United States.

European nurserymen really believe in their profession. There are many flower shows, and the nurseries would not miss having an exhibit in every show they can reach. They have their own establishments well-planted, also.

After enjoying a delicious lunch-

con right in the union building, the group reassembled for the afternoon session. Dr. R. A. Schroeder, chairman of the university's department of horticulture, presided. First to appear on the afternoon program was J. H. Longwell, dean of the college of agriculture, University of Missouri, who discussed the subject, "The Nursery Industry and the Missouri College of Agriculture."

Dean Longwell explained the organization of the university and the interdependence of colleges and departments. There are certain courses required of all students. Most of these courses are offered in the college of arts and sciences and include English, languages and the general sciences. Other required courses are offered in other colleges.

The college of agriculture is comprised of 13 departments, with subdivisions within departments which offer the opportunity for much specialization.

The college of agriculture program aims to keep overspecialization to a minimum, so that the students graduate with a broad general education. Specialization is kept within the graduate school as much as possible. Some students sample around for a while before deciding what course of study they wish to pursue. This general education is a definite help to those students.

Robert P. Beasley, associate professor of agricultural engineering at the University of Missouri, spoke on "Supplemental Irrigation for Nurserymen." He first reviewed the general weather picture for Missouri and pointed out that every year since 1930 the records indicate there has been a definite shortage of water sometime during the months of June, July and August.

Ample Water Supply Needed

Mr. Beasley next quoted figures as to the water required for irrigation. He said that 27,000 gallons are required to apply one inch of water to one acre. Since about six inches of water would be needed in most years, 162,000 gallons would be required for each acre. An ample water supply is the first requisite. For example, a 1½-acre pond with a water depth of nine feet would be needed to put nine inches of water on 10 acres during the year. Such a pond would require 54 acres of drainage for a year of average rainfall and with soil of average runoff. Greater acreage would be required to fill the pond during dry years or with soils of less runoff.

Sprinklers are the most efficient

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American Globe Arborvitae
Cedrus Deodara
Juniper, Irish
Juniperus Andorra

Juniperus Excelsa Stricta
Juniperus Fastigiata
Juniperus Pfitzeriana
Juniperus Pfitzeriana Compacta
Juniperus Pfitzeriana Nana
Juniperus Sabina von Ehron
Juniperus Virginiana Canaerti
Juniperus Virginiana Dundee
Juniperus Virginiana Glauca
Pinus Nigra

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Elaeagnus
Euonymus Patens
Ilex Opaca East Palatka

Ilex Vomitoria
Nandina Domestica
Photinia Serrulata

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Our seedlings this year are in excellent shape. We attribute this to watering and plenty of animal manures. Samples will, of course, be sent for your inspection.

Several varieties are sold out at this date, so we suggest that you book your order as promptly as possible.

	Per 100	Per 1000
* <i>Abies concolor</i> (White Fir). Colorado source. 2-yr., 4 to 6 ins.	\$ 8.00	\$ 70.00
* <i>Juniperus virginiana</i> (Red Cedar). Seed from Winona, Minn. 1-yr. and 2-yr., 4 to 6 ins.	4.00	31.00
Understocks	6.00	40.00
* <i>Liquidambar styraciflua</i> (Sweet Gum). Illinois seed. 2-yr., 12 to 18 ins.	7.00	55.00
2-yr., 18 to 24 ins.	10.00	80.00
2-yr., 2 to 3 ft.	13.00	110.00
* <i>Picea pungens glauca</i> (Colorado Blue Spruce). Unusually good color. 2-yr., 2 to 4 ins.	4.00	22.00
2-yr., 4 to 6 ins.	6.00	35.00
* <i>Pinus mugo</i> (Mugho Pine). Tyrolean Dwarf. 3-yr., root-pruned, 4 to 6 ins.	6.50	55.00
* <i>Pinus nigra</i> (Austrian Pine). 3-yr., root-pruned, 8 to 12 ins.	7.50	65.00
* <i>Pinus resinosa</i> (Norway Pine). 3-yr., root-pruned, 8 to 12 ins.	6.00	50.00
* <i>Pinus strobus</i> (White Pine). 2-yr., 4 to 8 ins.	5.00	40.00
* <i>Pinus sylvestris</i> (Scotch Pine). Green foliage type. 3-yr., root-pruned, 8 to 12 ins.	5.50	45.00
* <i>Poncirus trifoliata</i> (Hardy Orange). 1-yr., 8 to 12 ins.	8.00	65.00
* <i>Pseudotsuga taxifolia glauca</i> (Douglas Fir). Colorado strain. 2-yr., 4 to 6 ins.	4.00	30.00
2-yr., 6 to 8 ins.	6.00	45.00
* <i>Rosa multiflora</i> (Multiflora Rose). Thorny, upright type for living fence use. 10 to 18 ins., (2/16 to 3/16-in. cal.		15.00
(\$14.00 per 1000 in quantities of 50,000 or more.)		
3/16 to 1/4-in. cal.		22.00
(\$20.00 per 1000 in quantities of 50,000 or more.)		
* <i>Ulmus pumila</i> (Siberian Elm). 2-yr., 6 to 12 ins.		10.00
2-yr., 12 to 18 ins.		16.00
2-yr., 18 to 24 ins.		20.00
2-yr., 2 to 3 ft.	4.00	35.00
2-yr., 3 to 4 ft.	6.00	55.00

Prices are F.O.B. Elsberry, and include packing. Usual trade terms to those with established credit or who furnish trade references. 500 or more at 1000 rate.

MISSOURI
GROWN
IS HARDY

FORREST KEELING NURSERY
ELSBERRY, MO.

Hugh Stevenson, Prop.



method of applying water to nursery stock. Sprinklers are available in various sizes and should be chosen along with the rest of the irrigation system. The entire irrigation system should be designed for the individual nursery. Sprinklers applying two gallons a minute and covering 50 square feet spaced 40 feet apart in either a square or triangular pattern give good coverage.

Harold E. Mosher, assistant professor of horticulture at the university, spoke on "Landscape Design—It's Easy!" Nurserymen are inclined to take the attitude that landscape design is just beyond them, because they have no formal training in design and no artistic ability. They overlook the fact that they have a good knowledge of plant materials and what can be expected of them. This is one of the greatest assets to the landscape designer. Another fact which should be taken into consideration is that the general public is looking to the nurserymen for assistance in designing and planting their home grounds. Nurserymen are missing a good bet if they do not do everything possible to give these potential customers this assistance.

Elements of Landscape Design

If the stigma of the lack of a college education is removed and landscape design is simplified—it is easy!, he said. He then undertook to examine the essential factors of landscape design. The first step in designing is to survey the existing situation. One must consider the size of the lot, the size of the house and other buildings, the style of architecture, the slope of the land, the location and size of existing trees and wooded areas and any existing streams or rock outcroppings. Any of these factors will influence the eventual landscape design.

The next step is to interview the homeowners to determine their needs and desires. Each member of the family has certain ideas which should be expressed and considered in the designing. A number of considerations which should be regarded were itemized by Mr. Mosher. The designer will want to know the owner's space requirements for play, entertaining, relaxation and hobbies; the time which can be reasonably spent in maintenance—this will determine the type and extent of development; the objects, such as terraces, garden houses, bird baths and water features, which are desired—these should be listed and used as focal points when possible, and the plant preferences of the homeowner,

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brings you the most comprehensive offer of American and Dutch Tulips, Hyacinths, Narcissus, Iris, Crocus, etc.; of Lilies from our American and Japanese growers; of Begonias and Gloxinias from Belgium.

Write for this list and for our Summer List of All Breeds Choice Flower Seeds.

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of Northern Evergreens

List sent on request.

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HEEMSKERK & CO., Bulbs
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AMERICAN and HOLLAND
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HOLLAND BULBS

Send for wholesale price list and details of the FALL 1953 STASSEN SALES PLAN FOR HOLLAND BULBS, including your own genuine RETAIL CATALOG, 16 pages in full color, self mailer, available at: \$70 per 1000 copies imprinted with your name and address.



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Collectors of Tree, Shrub and Wild Flower Seeds

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SPECIAL COLLECTION FOR COUNTER SALES

No need to send your customers to chain, department or seed stores when you can compete profitably with them!

Prepacked in Holland, these Special Collections for Counter Sales have proven themselves so popular, and our volume in them has increased so greatly that we offer them this year at **NO INCREASE IN PRICE**. Colored pictures of all items, streamers, display cards and planting instructions included free of charge with each collection. No charge for cases, packing, duty or insurance.

Each Collection contains 1650 bulbs, as follows:

1000 TULIPS First Size 11 to 12 Centimeters	100 Allbright, bright red.	100 Cordell Hull, red and white.	100 Golden Harvest, clear yellow.
	100 Blue Parrot, violet-blue.	100 Dillenberg, salmon-orange.	100 Philip Snowden, rose-pink.
SUGGESTED RETAIL: 7c each	100 Campfire, blood-red.	100 Fantasy Parrot, pink and green.	100 Queen of Night, deep maroon.
	100 Carrara, pure white.		
100 HYACINTHS 15 to 16 Centimeters	30 Blue Hyacinths 30 Pink Hyacinths 40 White Hyacinths	SUGGESTED RETAIL: 15c each	
250 CROCUSES—Mixed colors, 7 to 8 centimeters.		RETAIL: 3c each	
250 MUSCARI—Grape Hyacinth, 7 to 8 centimeters.		RETAIL: 2c each	
50 DAFFODILS—King Alfred (yellow trumpet), D.N. No. 2.		RETAIL: 15c each	

TOTAL SUGGESTED RETAIL SELLING PRICE: \$105.00

YOUR COST: \$49.50 per collection (1650 bulbs)



BULK BULBS

Send for your free copy of our complete listing of Holland bulbs. Over 200 varieties available.

TERMS: Net. 25% deposit required from firms unknown to us. Balance payable on delivery, F.O.B. New York or Detroit.

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if not in species, then perhaps in color of bloom.

The third and most essential step is fitting these needs and desires of the owners into the existing conditions in a pleasing and efficient arrangement. Seldom can all the needs and desires be included harmoniously, and compromises must be made so as to make the best use of space and still keep the appearance as satisfactory as possible. As the various elements are fitted together, the designer should work for certain goals. Livability is of prime importance and includes consideration of the relative comfort provided by cool shade and the privacy gained by screen plantings.

Mr. Mosher then introduced members of a panel and called on them to make a few comments regarding their type of landscape design. Robert Goetz, a landscape architect from St. Louis, Mo., who has done considerable work in the modern manner, stated that modern design brings the grounds into closer relationship with the home. Structural elements are carried into the garden and help tie the two together. Dale Wild, of Sarcoxie Nurseries, Sarcoxie, stated that the nurseryman's knowledge of plants should be used in substituting those plants which he knows will do

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BLUEBERRY PLANTS

One-year rooted cuttings. Hardy, field-grown plants from 6 to 24 ins. 15 varieties.

Discount on orders received by September 1 for fall delivery.

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Our General Line of

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Let us quote on your
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Reliable firm for general Nursery
Stock and Belgian plants.
Catalog on application.

SMALL FRUIT PLANTS

Grapes

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Write for Wholesale Price List

FOSTER NURSERY CO., Inc.

69 Orchard St. Fredonia, N. Y.

BERRIES

BLUEBERRIES:	Per 10	Per 100
12 to 18 ins., 3-yr.	\$5.50	\$45.00
18 to 24 ins., 4-yr.	7.00	60.00
Concord, Jersey, Rubel, Rancocas, Weymouth.		

	Per 100	Per 1000
Cumberland Raspberry, No. 1 Tips	\$4.00	\$35.00
Thornless Boysenberry	4.50	40.00

Write for New Wholesale Price List.

WAYNESBORO NURSERIES

WAYNESBORO, VIRGINIA

H. WYSMAN

Export Nurseries

BOSKOOP, HOLLAND

Apply for List.

HERE IT IS—what you have been looking for!

7 collections of HOLLAND BULBS offering every type, in well-blended color combinations, in 2 quantity groups to suit your every need!

COLLECTION

- No. 1 —1000 TRIUMPH Tulips, in 10 named varieties, 100 of each.
- No. 1b— 500 TRIUMPH Tulips, in 10 named varieties, 50 of each.
- No. 2 —1000 DARWIN and COTTAGE, in 10 named varieties, 100 of each.
- No. 2b— 500 DARWIN and COTTAGE, in 10 named varieties, 50 of each.
- No. 3 —1000 SINGLE, DOUBLE and MENDEL, in 20 named varieties, 50 of each.
- No. 3b— 500 SINGLE, DOUBLE and MENDEL, in 20 named varieties, 25 of each.
- No. 4 —1000 VARIETY of 5 types, in 20 named varieties, 50 of each.
- No. 4b— 500 VARIETY of 5 types, in 20 named varieties, 25 of each.
- No. 5 — 500 DAFFODILS D.N. No. 1, in 10 named varieties, 50 of each.
- No. 5b— 250 DAFFODILS D.N. No. 1, in 10 named varieties, 25 of each.
- No. 6 —1450 SPRING HERAUT bulbs in 8 groups.
- No. 6b— 725 SPRING HERAUT bulbs in 8 groups.
- No. 7 — 300 HYACINTHS in 6 named varieties from top to miniature sizes.
- No. 7b— 150 HYACINTHS in 6 named varieties from top to miniature sizes.

WRITE NOW for our folder with description of names, colors and prices on all of the above collections; also containing our general list and special offering on our colorful **PACKAGED** bulbs in different quantity lots.

In view of the involved preparatory work prior to shipping, we ask you **MOST URGENTLY** to mail us your eventual requirements without delay. **AFTER** you have made your selection from our folder, to help us give prompt and early delivery in fall.

NEAL BULB CO.

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MALONEY BROS. NURSERY CO., INC.

Offer general line of

FRUIT TREES

Apple, Standard and Dwarf

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Apricot—Plum—Peach—Quince

Shrubs — Shade Trees — Evergreens

Write for our Wholesale Trade List

You are invited to visit our nurseries.

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Established 1884

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TREES FOR AMERICAN GARDENS, by Donald Wyman

745 recommended trees, 1600 species and varieties. **\$7.50.**

American Nurseryman

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OFFER 50,000 PEONIES IN LARGE AND UP-TO-DATE ASSORTMENT

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BOSKOOP, HOLLAND

Holland-Grown Nursery Stock

Shrubs and Trees

including liners.

Rhododendrons and Azaleas

Hardy Perennials

Peonies

NOVELTIES IN ALL LINES

Ask for wholesale catalog.

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Growers and exporters since 1903

well in his region for those indicated by a landscape architect from another part of the country.

Carl Giebel, landscape engineer from St. Louis, stated that most modern houses call for dwarf plants which are scarce in the nurseries today. He also reviewed the problems created by poorly constructed and poorly placed planting boxes, often without drainage and placed beneath wide overhanging eaves. The architect should consider the conditions of growth for plants as well as their effect. Donald Drewes, landscape architect of Kansas City, Mo., emphasized the scarcity of plant material which would give the desired effects in modern landscape design.

Wednesday Morning Session

The Wednesday morning session convened with Harold E. Mosher presiding. H. W. Riehl, of the St. Louis better business bureau, opened this session with a challenging talk on "Advertising Ethics." His opening remark was "This year, millions of dollars will be swindled from the public on nursery stock, and you nurserymen are the real losers." Mr. Riehl went on to state that the consumer is the most valuable asset to any business and should be protected. The consumer makes choices between products and between brands of one product. We will probably always have crooks, but the crooks are always in a small minority. An industry is responsible for the unscrupulous minority within it, and the entire industry is hurt if the minority is not brought under control.

The better business bureau has been set up to weed out these minority groups before they dominate an industry or cause honest businessmen to adopt questionable practices in an attempt to compete with these elements. The bureau is both an impartial umpire to determine right and wrong and a composite consumer, buying everything imaginable for trial. The bureau tries to protect consumers against certain advertising claims and allusions which cannot be proved.

The next speaker, James S. Wells, continued his discussion of Tuesday, stressing humidification and the control of water in propagation in this installment.

Water can be controlled within the plants during propagation by waxing grafts or burying the grafts in peat, using "Wilt-pruf" and by using a water-retentive rooting medium. Once a seed starts to germinate or a graft or cutting starts growth, water must be constantly

supplied in sufficient quantity, so as to prevent any drying of the bed. He said that 100 per cent humidity is not good, and that excess water is the answer and can best be applied by flooding and constant mist.

Next, J. Wendell McKinsey, associate professor of agricultural economics at the University of Missouri, discussed "What Is Merchandising." Merchandising is marketing, which means giving a product to a customer when he wants it, where he wants it and at a price that he can afford and is willing to pay. Merchandisers should use the scientific method to develop an organized system which reflects study and practice.

New Trends in Merchandising

Mr. McKinsey mentioned some trends of today which might well affect nurserymen's merchandising procedures. Most houses are being built by middle income families who are probably not able to pay one large sum for landscaping. The "do it yourself" trend has overflowed from the self-service stores to "Do-it-yourself" kits for many kinds of work. People are out of isolation, because of autos and roads, which enable them to travel long distances to obtain what they want. People want to see and choose and seldom buy the first item offered.

Then a panel of Missouri nurserymen discussed "Merchandising for Nurserymen." Ralph Shugert, Forrest Keeling Nursery, Elsberry, suggested that nurserymen give personal assistance to customer problems by imparting their knowledge of new plant materials, maintenance, products and procedures. Robert L. Eggers, Arrowhead Nursery, Chesterfield, remarked that the appearance of your place means much, but that salesmanship is the area in which most nurseries should improve. When someone comes for grass seeds, sell him the seeds, but also sell him fertilizer for the lawn and plants to create border plantings and always tell him how to use these things. Royer Wilkerson, Wilkerson Nursery, Columbia, told how he has combined a fruit business with his nursery, thereby using his cold-storage facilities through a longer period of the year. He also loads trucks with nursery stock and sells directly from these trucks in the smaller towns of central and northern Missouri. The trucks are stationed at certain towns on definite days of the week, so the customers know when to expect them. This nursery sales system is cash-and-carry, with no planting.



Tell all your customers to spike, rake or brush their lawns, — then:

1. Feed with Woodruff Turf-Maker Lawn Food;
2. Reseed any bare, thin areas with Woodruff Turf-Maker Lawn Seed.

This is nature's time for seeding and best results are obtained now. Fall rains, warm days and cool nights provide quick germination and normal growth without weed competition.

This SEASON-END WOODRUFF TREATMENT provides the kind of lawn your customers want this year and next.

Give your customers the Woodruff booklet "How to Care for a Permanent Green Lawn."

Display, show and sell

WOODRUFF TURF-MAKER LAWN SEED now for increased sales and profits.



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HOLLAND NURSERY STOCK of every description



Grown, graded and packed to meet the requirements of U. S. A. import regulations.

Ask for beautifully illustrated trade list containing extensive assortments of **Azaleas, Rhododendrons, Shrubs, Conifers, Peonies, Phloxes, Bleeding Hearts** and other stock.

Our new race of **extremely hardy Rhododendrons** obtained highest awards at the Ghent Floralien, 1950, and Heemstede Flora, 1953.

FELIX & DYKHUIS—Boskoop, Holland

Growers and exporters of nursery stock for over 60 years.



CALIFORNIA ASSOCIATION OF NURSERYMEN

ELMER J. MERZ, Executive Secretary
304 MITAU BUILDING SACRAMENTO 14, CALIF.

TRI-COUNTY MEETING

The June meeting of the Tri-county chapter, California Association of Nurserymen, was held on June 26, at Mom's Italian Village, Santa Barbara.

After an enjoyable Italian dinner and a short business meeting, Hugh Points, of the advertising staff of the Santa Barbara News-Press, headed a panel of experts on the subject of "Nursery Advertising."

The panel consisted of members of the California Association of Nurserymen selected for their diversified activities in advertising. All phases of nursery advertising were represented. Mr. Points discussed the newspaper angle; David Case, Canyon Gardens, Santa Barbara, talked about the mail-order approach; Bert Kallman, Kallman's Garden Nursery, Santa Barbara, represented radio and television advertising; Robert Buzzard, De La Vina Gardens, Santa Barbara, spoke on catalogs; Floyd Dillon, Four Winds, Carmel, talked on publicity, and George Norris, Southern California Greenhouse Co., gave his views on magazine advertising.

A most lively and interesting discussion resulted, involving almost the entire membership. Before the evening was over, everyone present gained much of value from the talks. In summing up the results of the discussion, Mr. Points noted the several advertising requirements upon which all present were in accord. They included consistency, truthfulness, instructiveness and clarity in all media of advertising. All agreed that service, not price, is the main selling point in advertising nursery stock.

Robert E. Kallman

SAN JOAQUIN ELECTS

The June meeting of the San Joaquin chapter of the California Association of Nurserymen was held June 18 at Fresno, in the patio of President Andy Caglia's new home.

E. W. Stevenson, Fresno, a representative of California Pest Control Co., was approved as a new affiliate member. Syd Whitehorn reported on the recent California Polytechnic College short course for nurserymen.

Mention was made that dues are now past the payment deadline, and soon a delinquent list will be made available to the membership committee. Also, a roster of paid membership will be mailed to the membership before the next meeting.

President Andy Caglia appointed a nominating committee consisting of Syd Whitehorn, Cliff Oliver, Wil-

bur Wilhelm, and George Walder. The following were elected for the 1953-54 term: President, Bill Moffett, Mount Arbor Nurseries, Gustine; vice-president, Howard Riggs, Riggs Camellia Garden & Nursery, Madera; secretary-treasurer, Ivan L. Stribling, Stribling's Nurseries, Merced. State directors elected were George Goodhue, Goodhue Gardens, Fresno, and Andy Caglia, Andy's Nursery, Fresno.

The new officers were installed. The retiring officers were president, Andy Caglia; vice-president, Bill Moffett; secretary-treasurer, Ivan L. Stribling. Retiring directors were Virgil Cripe, McFarland, and George Goodhue.

Following the election, Watt Keis-

LOOKING FOR SOMETHING DIFFERENT? TRY ELMER'S 10-IN. STANDARDS BUDED TO MINIATURE ROSES

BABY GOLD STAR — Real yellow flowers.

OAKINGTON RUBY — Fernlike foliage.

PIXIE — Tiny double white.

SWEET FAIRY — Fragrant dark pink.



ALSO—38-IN. AND 24-IN. STANDARDS,
BUSHES AND CLIMBERS



ELMER ROSES WHOLESALE ONLY SEND FOR CATALOG
6708 N. San Gabriel Blvd., SAN GABRIEL, CALIF.

MYROBALAN SEEDS

LOVELL PEACH PITS

Nation's Leading Source
Write today for quotations.



CAMELLIAS — AZALEAS

Camellias—We grow over 100 of the best cut flower and garden varieties. Azaleas—Belgian Indica, Kurumes and Indian varieties.

Write for Lists.

KRAMER BROS. NURSERIES
P. O. Box 2 ONTARIO, CALIF.

FARNHAM'S FLOWER PORTRAITS

2000 Stereo Realist and 35mm. single close-up flower-blossom color slides. Catalog and sample stereo slide, \$1.00; single 35mm. and catalog 75c.

GEO. J. FARNHAM

2225 Colorado Ave.
SANTA MONICA, CALIF.

IF YOU'RE NOT USING
SUPERTHRIVE 50-IN-1*
YOU'RE LOSING TOO MANY PLANTS!

Clip this ad for sample.
VITAMIN INSTITUTE
5409-15 Satsuma Ave., North Hollywood, Calif.
*Trade-mark

*Booking Now...***ROSES**PATENTED AND NONPATENTED BUSH,
CLIMBERS AND JUNE BUDS**TREES and SHRUBS**BARE-ROOT, BALLED AND BURLAPED
AND CONTAINER-ESTABLISHED1953-54 PRICE
LIST ON REQUESTDECIDUOUS SHADE AND FLOWERING TREES
EVERGREEN SHADE TREES
DECIDUOUS SHRUBS
BROAD-LEAVED EVERGREEN SHRUBS
CONIFEROUS EVERGREENS

MATLIN'S NURSERY

Wholesale Rose Growers and Nurserymen

Ely and Fern Sts.,

ONTARIO, CALIF.

Phone: Yukon 64561



ter, Germain's, Inc., suggested that the various members exchange merchandising ideas that have been tried and have proved profitable in their own nurseries.

It was moved that, because of the state convention date, the September meeting be held the second Thursday of the month, September 11, again in Andy Caglia's patio at Fresno.

Ivan L. Stribling, Sec'y.

TOMATO HYBRIDIZER

The efforts of a California nurseryman to develop tomatoes resistant to some of the major scourges of tomato growers were described in a recent article in a California newspaper. The nurseryman is William Silva, whose firm, Silva's, is outside Sebastopol, on Water Trough road. Mr. Silva has collected plants from distant sources for his work, some from South Africa, South America and Jerusalem—as well as a few he crossbred himself a year ago—and is cross-pollinating them with the hope of producing something commercially useful. His avowed enemies, and the enemies of all commercial tomato growers, are fusarium, a disease that attacks the fruit itself, and verticillium wilt,

OLALLIE BLACKBERRY

OUTYIELDED BOYSEN 2½ to 1

In tests in Riverside county, the office of the farm advisor (county agent) reported a yield of Olallie 2½ times as large as Boysen. In Orange county, Olallie yielded 15 tons and over per acre. Demand was stronger than the supply.

Olallie is 10 days to 2 weeks earlier than Boysen, has a long season, is resistant to verticillium wilt and sunscald to both of which Boysen is subject, withstands adverse soil conditions far better than Boysen, raspberries, strawberries, pole peas, etc., and stands more cold than Boysen, Kayberries, etc.

Olallie is easy to pick—the fruit spurs stand out so that the berries are easy to get at and they come off the stems easily.

Olallie is firmer and a better keeper and shipper than Boysen, and, in processing, holds its shape better, and the canned berry has a more definite flavor than Boysen. It has been found to be well-adapted to freezing and is delicious when fresh or in jelly, jam, pies and cobbles.

A Seattle, Wash., customer wrote: "Your Olallie Blackberry is the finest blackberry I have ever grown and, on account of its habits, I thoroughly enjoy picking them."

WHOLESALE PRICES OF PLANTS, F.O.B. LOS ANGELES:

100, \$17.50; 1000, \$135.00.

LIMITED QUANTITY—ORDER EARLY

PRICES SUBJECT TO CHANGE

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6 to 9 ins., BR.....	\$6.80	\$61.00
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These trees will be good for immediate resale or very desirable for lining out in full field rows.

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40 varieties to choose from, including varieties such as:

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Also Fruit trees	Shade trees
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J. B. WHALLEY
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which damages the leaves and is highly infectious. "Then, too," he said, "we would like to have a tomato with a higher vitamin content and one that has edible solids—one that will pack and can well." From several hundred crosses he has made this year he hopes to produce at least one with these favorable qualities.

Although Mr. Silva's painstaking work with tomatoes is not expected to show results as early as this year, he is also growing 12 new varieties of carnation-flowered petunias, which he will display at the California state flower show in September. He showed some of the orange varieties at last year's fair, and this year he will put a wider range of color on exhibition, varying from purple to white and containing several unusual shades of flame and pink.

CALIFORNIA NOTES

Nurserymen in northern California are being delayed in the completion of highway, public building and other large contracting landscape jobs because of a strike of the laborers of the building trade unions. Building work on over \$500,000,000 worth of construction is closed down and has been since June 1, with all negotiations at a halt at this time. Although only 15,000 men are officially on strike, their picket lines are being respected by about 10 times that many workers in allied trades. Although few of the area's nurserymen employ union labor, they respect picket lines on public and large-scale projects.

Nurserymen who are growing plants from seeds will be interested in an article in a recent issue of "California Agriculture" regarding pest control by seed treatment. The authors, all members of the staff of the University of California, suggest Lindane for the protection of the seeds from the attacks of corn maggot and wire worm. They report no satisfaction with this product in the control of the garden centipede, though Aldrin has been successful for all three pests. They report, too, that with the insecticides used one should apply a fungicide, for the treatments delay the germination of the seeds and thus make them more susceptible to fungus organisms unless protected from them. The amount of Lindane to apply varies with the seeds to be treated and runs from four ounces actual material to 100 pounds of seeds down to one-half ounce of the material to 100 pounds of seeds. Since the Lindane is greatly diluted when it is packaged, one

should carefully read and follow the directions on the package one uses. Warning is given that operators using the insecticides should wear adequate respirators, should wash thoroughly with soap and water after using the materials and should change clothes after treating the seeds.

E. A. Pritchard, University of California entomologist, is on leave from the Berkeley campus for the summer months and is teaching several courses in entomology at Duke University, Durham, N. C. During the winter months he devotes much of his time to the nurserymen in the bay area, advising them on the control of insects and trying out new materials on a practical basis at many of the ornamental nurseries.

The University of California has released to the trade for general propagation a new almond variety known as Davey. Among the good features of the plant, as listed in an announcement, is that it is a cross of Nonpareil and San Faute, made in the spring of 1936. It is apparently more tolerant to high sodium (salt) content in soils than most kinds now being grown; it is free from the common viruses; it is a good pollinizer, and its production is generous. The nuts mature early and are relatively easy to knock and hull. They classify as soft shells, there is a low percentage of doubles and the kernel content averages about 50 per cent. It is reported as being desirable for both the home and the commercial grower. A limited amount of grafting wood may be had from several sources. Application should be made to the department of pomology, University of California, Davis.

Recent donations reported by the University of California of interest to the nursery trade come from the Dow Chemical Co., two new products to be used for mite and aphid control on apples and pears; from Ferry-Morse Seed Co., lawn grass seed mixtures for testing in the San Bernardino area; from C. M. Volkman & Co., grass seeds in various mixtures for studies on water relations of turf grasses; from the Florida Seed Co.; D. L. Hagadorn, Milwaukee (Wis.) sewerage commission, and the Northrup, King Seed Co., seeds and fertilizer for turf research; from California Spray Chemical Co. and the Carbon & Carbide Co., two new materials for the control of diseases and nematodes on citrus; from Phillips Petroleum Co., a new fungicide for research in the control of nematodes in citrus, and from the Stauffer Chemical Co., a new

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... Bush, Climbers and 3-year-old Tree Roses.

Acknowledged for excellence for over three quarters of a century. Grown right, cured right, graded right and packed with the utmost care.

TOP ROSES
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All leading varieties including AARS.

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"Rite in the Rain" waterproof tree and plant labels have been tested by nurserymen and proved superior—easy to read—easy to use—longlasting. Ordinary pencil will not wash off and the labels will not damage plants and trees. Send for samples and prices.

J. L. DARLING COMPANY
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nematocide for the control of citrus nematodes.

While many nurserymen over the state report the first six months in 1953 to have been good, most advise that business in general has been off from a year ago. The cool, dry spring was at least in part responsible for the lack of interest in home planting. Costs are still going up at most establishments, and profits, even where business is normal or better, are on the declining side. Some have suggested a general rise in the prices at the retail level as a solution to the problem, while others feel such a method would price many out of the markets now open to them and would aggravate rather than alleviate the situation. There has been some price cutting by some of the smaller nurseries, and it is felt that a general raising of prices would encourage such operators to come up to fairer prices.

The San Francisco Chronicle reports that Golden Gate park workers with the rating of "nurseryman" who do the technical work, such as pruning, receive \$280 per month, while the laborers who follow them and pick up the branches are paid \$335 per month. W. B. B.

**WASHINGTON NURSERYMEN
TO DISPLAY SEAL**

The board of directors of the Washington State Nurserymen's Association recently approved the use of outside signs, depicting the W. S. N. A. seal, to be displayed by all members. Stanley Walters, of Walters Nursery, Puyallup, chairman of the sign committee, has arranged for suitable signs, approximately 30 inches in diameter, to be manufactured. They are to be made of waterproof plywood and painted by the silk screen process with the finest enamel paint in a pleasing combination of dark green, bright yellow and white. The signs are expected to last for at least three years, longer under favorable conditions, and are priced at \$5 each.

The sign project is the first step of an extended program to bring the W. S. N. A. to the attention of the gardeners of the state.

IT HAS been learned that the report in the July 15 issue of the American Nurseryman that G. C. Haley, Milford, Ky., would represent the Shenandoah Nurseries, Shenandoah, Ia., was incorrect and that no such arrangements have been made between Mr. Haley and the Shenandoah Nurseries.

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A complete list of HYBRID TEAS, CLIMBERS, BABIES and FLORIBUNDAS. Also, one of the most complete lists of patent varieties, including the A.-A. R. S. award winners.

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**ROSES
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Fine-quality, two-year plants budded on Multiflora in over 250 varieties.

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SIGNS Write for free catalog showing how to increase your business with these unusual signs.
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AMERICAN FLORIST SUPPLY CO.

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CHICAGO 7, ILL.

OPINION IN ZONING CASE

[Continued from page 16]

land for the planting of trees and shrubs which it intends to sell from its nursery. It may enter into contracts for such work. We think, however, its premises cannot be used as headquarters for a contracting business which does not concern the transplanting of the defendant's own nursery stock or the stock which has physically become a part of the nursery. Such use exceeds what is reasonably accessory to its principal business, as does the maintenance on the premises of more trucks than are necessary for the delivery of its own products.

"The use of the soil sterilization plant, if limited to improving the soil of the nursery, is a permissible accessory use. The right to sell the sterilized soil is subject to the restrictions which apply to the sale of fertilizers and chemicals.

"The five advertising signs, several of substantial size, are maintained in violation of section 3, subsection 7, of the bylaws which impliedly limits signs in a single residence district to those which are therein specified.

"There is no mention in the by-law of parking lots or areas although there are restrictions respecting garages and filling stations. The defendant may, we think, provide reasonable space on its premises where customers may leave their automobiles while transacting business with the defendant. Whether such use will be of such nature or extent that it will impair the residential character of the neighborhood cannot now be determined."

The zoning case was discussed at length in two earlier issues of the American Nurseryman, the first, February 15, 1952, and the second, May 1, 1952.

BOXWOOD GARDENS FEATURED

The story of the founding and growth of Boxwood Gardens, High Point, N. C., was recently published in the High Point Enterprise, along with a picture of the owners, Mrs. R. P. Royer and her son, Jack Armstrong. A few of the 100 geese used for weeding the nursery were also pictured feeding beside boxwoods.

The article related that Mrs. Royer's father, the late John Griffin, set out the original cuttings 31 years ago. Since that time, boxwoods have increased in popularity because they require little pruning and remain green the year around.

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306 S. E. 12th AVENUE

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Paul E. Van Allen

We are distributors for:
WILT-PRUF (plastic anti-transpirant)
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EVERGREENS
SHADE AND FLOWERING TREES
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FRUIT TREES
DECIDUOUS SHRUBS
VINES AND BULBS
PORTLAND ROSES
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Hardy, Oregon-grown, patented varieties and time-tested standards.

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FRUIT TREE SEEDLINGS
FLOWERING ORNAMENTAL TREES
SHADE TREES

Constant Vigilance Results
in Quality Stock

Combination carloads to Eastern
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MILTON - 75 Years - OREGON

For Fall, 1953—Spring, 1954

Flowering, Ornamental and
Shade Trees

Fruit Tree Seedlings and
Angers Quince Rooted Cuttings

Crimson King Maple,
Patent No. 735

Moraine Locust, Patent No. 836

Combination carlots for eastern
distributing points during shipping
season.

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A fine selected list including patented
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Instructions for the next issue must be received by Monday, August 3.

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AZALEAS—for August and September delivery. Rooted cuttings, \$5.50 per 100, \$45.00 per 1000. Delivery price, \$6.50 per 100, \$55.00 per 1000. Coral Bells, Hexe, Hinodegiri, Pink Pearl, Snow, Salmon Beauty, Mme. Pericat, Rose Pericat, Twenty Grand, Gardenia Supreme. Cash with order please.

KAVELAAR NURSERY
120 Franklin Ave. Redlands, Calif.

AZALEAS

Thousands of beautiful Kurume Azaleas. Dense, bushy, well-budded—for landscape planting and forcing. Book your order now to be sure of getting yours for next season, as there never are enough to meet the demand.

THE TANKARD NURSERIES
Exmore, Va.

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STRAWBERRY PLANTS

Blaze, new outstanding strawberry variety, originated by the University of New Hampshire. Late, heavy yielder, excellent flavor, good shipper. Also other late U.N.H. seedlings. One or two may be named this year. Your inspection of growing bed invited. Can fill large or small early orders. Since 1954. Correspondence a pleasure—write for details and record yield. **DONALD C. CHANDLER**, Hybridist and Grower, New Gloucester, Me.

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The south's largest growers of Hemerocallis offer quality stock of good leading varieties at quantity prices. Many new varieties are included. Write for wholesale catalog. **Riegel Plant Co., Experiment, Ga.**

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1200 to 1800 fine, disease-free camellias must be moved this coming season. One to five-year grafts and own-root stock. Varieties consist of finest rare varieties and good standard varieties. Sale of entire lot at most reasonable price.

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Rt. 1, Box 246C Theodore, Ala.

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B&B EVERGREENS, ETC.

	Each
700 Andorra Juniper, 18 to 24 ins.	\$1.95
400 Andorra Juniper, 2 to 2 1/2 ft.	2.50
500 American Arborvitae, 2 1/2 to 3 ft.	2.00
300 Irish Juniper, 2 to 2 1/2 ft.	2.00
100 Irish Juniper, 2 1/2 to 3 ft.	2.50
300 Pfitzer Juniper, 18 to 24 ins.	2.25
100 Pfitzer Juniper, 2 to 3 ft.	3.00
150 Taxus cuspidata (Spreading), 15 to 18 ins.	1.95
3800 Globe Woodward Arborvitae, 12 to 15 ins.	1.50
3900 Juniperus glauca Hetz, 18 to 24 ins.	2.00
1800 2 to 2 1/2 ft.	2.50
900 2 1/2 to 3 ft.	3.50
1900 Pyramidal Arborvitae, 2 1/2 to 3 ft.	2.75
740 Pyramidal Arborvitae, 3 to 3 1/2 ft.	2.75
Other Balled and Burlaped Items	
300 Dogwood, White-flowering, 3 to 4 ft.	2.00
380 4 to 5 ft.	2.50
510 5 to 6 ft.	3.50
200 Silver Maple, 7 to 8 ft., heavy.	2.00
100 Forsythia Elm, 5 to 6 ft., heavy.	1.75
300 Forsythia Fortunei, 3 ft., heavy.	1.00

Evergreen Liners

	Per 100
5800 Andorra Juniper, 6 to 9 ins., T.	\$12.50
3450 Andorra Juniper, 8 to 10 ins., T.	15.00
4100 Bar Harbor Juniper (Green), 6 to 8 ins., T.	11.00
2700 Bar Harbor Juniper (Green), 8 to 10 ins., T.	15.00

Above stock is offered for fall, 1953, delivery. Prices are F.O.B. our St. Marys nursery. Can be certified for delivery outside the beetle area.

WHERRY'S NURSERIES

St. Marys, W. Va.

LINING-OUT STOCK

Ilex—Taxus—Azaleas, etc.

See our ad, page 35, in this issue.

BROOKFIELD GARDENS

U. S. Rt. 46 Delaware, N. J.

EVERGREEN LINERS AND CUTTINGS POT-GROWN AND TRANSPLANTS

Each—Per 100 Per 1000

Arborvitae, American Dark Green, 1-yr. pots	\$0.20	\$0.18
Arborvitae, Globe, 1-yr. pots	.20	.18
Arborvitae, Pyramidal, 1-yr. pots	.20	.18
Arborvitae, Pyramidal, 2-yr. pots	.26	.24
Juniper, Blue Hetz, 1-yr. pots	.22	.20
Juniper, Gold Pfitzer, 1-yr. pots	.24	.22
Juniperus virginiana burkii, 2-yr. pots	.37	.25
Taxus, hickel, 3-yr. pots	.24	.22

HEAVY-ROOTED CUTTINGS

From flats, rooted outside in lath house.

Delivery now.

Each—Per 100 Per 1000

Arborvitae, American Dark Green	\$0.10	\$0.09
Arborvitae, elegantissima	.10	.09
Arborvitae, Globe Woodward	.10	.09
Arborvitae, Pyramidal	.10	.09
Euonymus alatus compactus	.09	.08
Euonymus patens	.06	.05
Juniperus hetzi glauca	.11	.10
Juniper, Swedish	.10	.09
Taxus cuspidata	.11	.10
Taxus hatfieldi	.11	.10
Taxus intermedia	.11	.10
Taxus media hickel	.11	.10

250 plants at 1000 rate.
MIAMI NURSERY CO.
Tipp City, O.

EVERGREENS

UPRIGHT YEW (Taxus Capitata). These are fine, well-filled plants. TTT.

10 to 24 25 to 49 50 to 100

	Each	Each	Each
150 2 1/2 to 3 ft.	\$1.00	\$1.50	\$6.00
375 3 to 3 1/2 ft.	9.25	8.50	8.00
200 3 1/2 to 4 ft.	11.50	10.50	10.00

CANADIAN HEMLOCK, TTT. Bushy plants with fibrous roots.

90 2 1/2 to 3 ft.	4.00	3.75	3.50
125 3 to 3 1/2 ft.	5.00	4.75	4.50
125 3 1/2 to 4 ft.	6.00	5.75	5.50
125 4 to 4 1/2 ft.	7.00	6.75	6.50
90 4 1/2 to 5 ft.	8.00	7.75	7.50

JUNIPERUS COLUMNARIS, JUNIPERUS KETLEERI, JUNIPERUS MASCULATA, TTT. Quality sheared plants.

2 1/2 to 3 ft.	4.00	3.25	3.00
3 to 3 1/2 ft.	4.50	4.25	4.00
3 1/2 to 4 ft.	5.00	4.75	4.50
4 to 4 1/2 ft.	6.00	5.75	5.50
4 1/2 to 5 ft.	7.00	6.75	6.50

No boxing. Prices F.O.B. Terre Haute.

Terms: Not cash unless satisfactory references are furnished in advance.

You are invited to inspect these.

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29th and Poplar Sts.

Terre Haute, Ind.

POT-GROWN EVERGREEN LINERS

2 1/2-in. pots Each per 1000

Buxus Sempervirens	\$0.15
Euonymus Japonicus	.12
Ilex Bullata	.20
Ilex Burfordii	.18
Ilex Rotundifolia	.18
Juniper, Compact	.17
Juniper, Hetz	.18
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250 plants at 1000 rate. Add 2c per plant under 250 plants. 3% discount and free packing for cash with order.

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ROOTED CUTTINGS AND 1-YR. TRANSPLANTS

	Per 100
Euonymus Vegetus, 2-in. pots	\$11.00
Baltic Ivy, 2-in. pots	11.00
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Taxus cuspidata, 6 to 10 ins.	8.00
Taxus Hickel, 6 to 8 ins.	8.00

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Juniper, Andorra Plumosa, 7 to 8 ins.	15.00
Juniper, Andorra Stricta, 7 to 8 ins.	15.00
Juniperus Hetzi Glauca, 9 to 10 ins.	15.00
Taxus cuspidata, 9 to 10 ins.	15.00

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Mtd. R. 4 Oil City, Pa.

COLORADO SPRUCE

Complete block of Colorado Spruce, approximately 700 in block.

500 Picea pungens Glauca (Blue)

200 Picea pungens (Green)

Sizes 18 to 24 ins. and 24 to 30 ins.

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JUNIPERUS PFITZERIANA AND NICK'S COMPACTAS. We have a surplus of heavily sheared, good, clean B&B Pfitzeriana Juniperus up to 600. Sizes range from 24 to 42 ins., running more to average of 36 ins. Have up to 150 Nick's Compactas, 24 to 30 ins., some larger up to 36 ins. Either you or we dig this fall. Make offer.

SIMS LANDSCAPE NURSERY CO.
Danville, Ky. Phones 35 and 36

PINE

PINUS STROBUS, (White Pine). Beautiful bluish-green, glossy needles, 2 to 3 ft., \$25.00 per 100; 3 to 4 ft., \$30.00 per 100; 4 to 6 ft., \$50.00 per 100.

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Three years in bed, \$15.00 per 100, \$125.00 per 1000, cash with order. Free sample on request.

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Harmony, N. C.

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CASTANEA MOLLISSIMA

Blight-resistant Chinese Chestnuts. Pure stock. No Japanese mixed. Fine, selected, sturdy trees for retail sales. At these low prices your profits are even greater.

2-year seedlings.
1 to 2 ft. 35c each
2 to 3 ft. 50c each
3 to 4 ft. 65c each

Lots of 10 or more.

Transplants, 2 years old. Good quality.

2 to 3 ft. 65c each

3 to 4 ft. 85c each

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Lining-out stock, 1 year old.

12 to 18 ins. 20c each

18 to 24 ins. 25c each

Lots of 100 or more.

All prices F.O.B. our shipping point. Packing free on all orders. Cash with order please.

Don't wait until all these fine trees are gone.

ORDER NOW!

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VINCA MINOR, MYRTLE, PERIWINKLE

Fresh-dug, individually made up, 15 to 20-cane clumps, \$50.00 per 1000. 30-cane clumps, \$90.00 per 1000.

Pachysandra, strong 1-yr., rooted, \$55.00 per 1000.

Hall's Honeysuckle, branched, \$45.00 per 1000.

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PACHYSANDRA TERMINALIS, strong

rooted cuttings, \$3.75 per 100, \$35.00 per 1000.

Beech Zone only. Over 5000, \$32.50 per 1000.

DUNWODIE NURSERIES, 5 Smart Ave.,

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Strong 1-yr., field-grown, \$65.00 per 1000.

HILLCREST GREENHOUSES, Franklin, Pa.

HARDY PLANTS

ORIENTAL POPPIES

Heavy, field-grown stock. Available fall, 1953.

	Doz.	100
Barr's White	\$5.00	\$25.00
Beauty of Livermore	5.50	25.00
Cavalier	5.50	25.00
Cheerio	5.75	30.00
Cowigan	6.00	35.00
Crimson Pompon	5.50	25.00
Curtis Giant Flame	5.75	30.00
Curtis Giant Flesh Pink	5.75	30.00
Curtis Giant Mulberry	5.75	30.00
Enchantress	5.50	25.00
Gold of Ophir	5.50	25.00
Heleen Elizabeth	5.50	25.00
Henri Cayeux Improved	5.50	25.00
Indian Chief	5.90	30.00
Jeanne Mawson	5.50	25.00
May Sadler	5.50	25.00
Mrs. Perry	4.75	20.00
Salmon Glow (Double)	4.75	20.00
Salmon	7.50	45.00
Sonata	7.50	45.00
Souvenir	7.50	45.00
Splendor	5.75	30.00
Sultana	7.50	45.00
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Surprise	7.50	45.00
Toreador	5.50	25.00

THE WAYSIDE GARDENS CO., INC.

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DELPHINIUM PACIFIC HYBRIDS

Separate colors and mixed, 2-in. pots, 9c.
New pink Astolat, 2-in. pots, 13 1/2c.

HARDY CHRYSANTHEMUMS

We have 50 of the best varieties. 300 rooted cuttings, 20 each of 15 varieties, our selection, \$16.50. 300 plants from 2-in. pots, 20 each of 15 varieties, our selection, \$23.00.

STRATFORD GARDENS Delaware, O.

GYPHOPHILA BRISTOL FAIRY

Grafted Plants Doz 100 1000
2 1/2-in. pots \$3.50 \$22.00 \$200.00
25 at 100 rate, 250 at 1000 rate.

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America's Best Source
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Mentor, Ohio
Write for Trade List.

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New and standard kinds.
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Pansies, perennials and rock plants in
wide variety. Send for catalog.
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Bristol, Pa.

HOLLY**HOLLY****HARDY, CALIFORNIA-GROWN**

Female Plants, cutting-grown out of 3-in.
pots.

Per 100
Ilex Aquifolium, green, 10 to 12 ins. \$45.00
Ilex Aquifolium, variegated, 6 to 8 ins. 55.00
Ilex Cornuta Burfordi, 6 to 8 ins. 30.00

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Wholesale Growers Chino, Calif.
Pipeline and Walnut

ILEX

Ilex Cornuta Burfordi, heavily rooted cuttings, ready to pot or transplant to lath house, \$7.00 per 100, \$60.00 per 1000. Write for our list of items in gallon cans. Wholesale only.

BLACKWELL NURSERIES, INC.
Semmes, Ala.

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BALTIC IVY. Rooted cuttings, 5c; 2-in. pots, 10c; 2-yr., 2 1/2-in. pots, 15c.

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Hardy ENGLISH IVY from stock surviving in our nursery at below zero temperatures. Strong, R.C. \$30.00 per 1000. Cash.

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R. 3

HARDY ENGLISH IVY, very strong, 2-ins., \$10.00 per 100, \$85.00 per 1000.

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LINING-OUT STOCK**LINING-OUT STOCK****ILEX BURFORDI****Strong Rooted Cuttings**

\$ 5.00 per 100
40.00 per 1000

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Mobile, Ala.

Watch Your Results From
American Nurseryman Classified Ads.

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Top quality, large divisions, \$30.00 per 100. Varieties, Felix Crousse, Karl Rosenfield, red; Festiva Maxima, white; Edulis Superba, pink. Shipment after September 15.

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Soulangiana, Nigra and Rustica Rubra. We are now booking orders for these finest-quality liners. Many are slightly branched. A sure money-maker for you. Write for our list of items in gallon cans. Wholesale only.

Per 100
8 to 12-in. liners \$30.00
12 to 18-in. liners 35.00
18 to 24-in. liners 40.00
2 to 3-ft. liners 50.00

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CITRUS TRIFOLIATA

Seedlings, 2 to 4 inches, \$3.00 per 100, \$25.00 per 1000. Postpaid. Cash please.

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VINES**HONEYSUCKLE**

Lonicera halliana Japonica
Heavy 2, 3 and 4 yrs., No. 1 field plants, 1 to 4 leads, 18 to 24 ins., carefully graded, \$4.00 per 100, \$30.00 per 1000.

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Heavy 18 to 24 ins., \$10.00 per 100, \$80.00 per 1000. No orders too large; immediate shipment.

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SUPPLIES and SERVICES**BURLAP****BURLAP**

Immediate attention to your inquiry. Squares, rolls, open mesh. Standard sizes or made to your specifications. Machine cleaned, prime select, new or used burlap. Prompt shipment. Summer bookings now being taken. Specialists to the nursery trade.

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Burlap squares and sheets for baling purposes, made from selected used burlap and bags free of oil, smell or chemical stock. All vacuum machine cleaned and holes sealed up. We also have a supply of open mesh onion bags in sheet form, measuring 33x36 ins. Samples and prices cheerfully submitted on request.

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DECORATIVES**WOOD ROSES**

(Ipomoea Tuberosa)
Rare—Exotic—Unusual.
Ideal for corsage and flower arrangements.

Write for prices by the dozen.

Singles and doubles.

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Clean; no weeds. Truckloads or carloads.

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Beaver Dam, Wis.

Turn Stock into Dollars

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of the American Nurseryman.

FLATS**FLATS****MINNESOTA WHITE CEDAR FLATS**

Per 100
No. 1, 14x20x2 1/2 \$24.00
No. 2, 14x20x3 1/2 27.75
No. 3, 12x16x2 1/2 18.50
No. 4, 12x16x3 1/2 21.75
No. 5, 14x16x3 1/2 20.75
No. 6, 14x16x3 1/2 24.50
No. 7, 15x22 1/2x3 1/2 27.25
No. 8, 15x22 1/2x3 1/2 31.50
No. 9, 11 1/2x22 1/2x2 1/2 23.00
No. 10, 11 1/2x22 1/2x3 1/2 26.00
No. 11, 13 1/2x16 5/8 30.00
No. 12, 8x5x11 16.00
No. 13, 5x5x16 18.50

All other sizes quoted on request.
1 per cent discount on orders of 1000 or more.

The above sizes are inside. Bottoms and sides are 1/2 in. and ends are 3/4 in. thick. All material surfaced on one side. All shipments by truck unless otherwise ordered.

Your name and address printed up to three lines in black, weather and waterproof ink, on one or both end pieces at the following rates: \$1.00 set up charge plus 1/4 cent per end piece for the first 1000 ends, 1/4 cent per end thereafter.

Shipped knocked-down in bundles of 25. F.O.B. Cook, Minn. Attach check. Order by number.

H. C. HILL & SONS, Cook, Minn.

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Finest stock obtainable. Guaranteed all clear heart. Size 20x15x3 ins. inside measure, \$42.00 per 100.

1x1-in. Cypress stakes, pointed.

50 pcs. to bundle, 4 ft., \$2.50 per bd.
50 pcs. to bundle, 5 ft., \$4.50 per bd.
50 pcs. to bundle, 6 ft., \$5.50 per bd.
Ship same day. Cash with order, please.
YOHO & HOOKER, Youngstown 2, Ohio

HONEYSUCKLE

Lonicera Halliana Japonica, extra-heavy, 3 to 4-yr. No. 1 field-plants, 18 to 24-in. leads, \$40.00 per 1000. Lighter plants, \$30.00 per 1000. Sample 100, \$5.00. All plants carefully graded and packed by experienced labor. Can supply quantity orders. Immediate shipment.

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MISCELLANEOUS**BAMBOO**

Beautiful dwarf Bambusa falcata, mature, 12 feet. No finer bamboo.

Excellent evergreens. Compact hedges. Fencing and screening. Disease-free. Strong healthy plants. 18 to 24 inches—\$10.00 per 100.

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(Established 1929)

Taken from virgin timberlands.

Screened for your ready use!

2-bu. bag, \$2.50; 10 bu., \$9.00; 30 bu., \$24.00; 50 bu., \$35.00; 100 bu., \$60.00.

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Pulverized acid peat. Truck or carload lots. F.O.B. Askov, Minnesota. Prices and samples on request.

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RAFFIA**NATURAL MADAGASCAN RAFFIA**

First-quality Majunga and Eastcoat types. Prices and samples on request.

BERKERY, INC. New York 7, N. Y.
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ORCHID SUPPLIES**OSMUNDA: Fresh-cut "live" fiber**

at all times.

Professional bag, \$2.50; Bushel, \$5.00

Standard Bale, \$13.00

PLASTIC LABELS—Copper or nickel-bearing Wire.

Pot, 1/4 by 3 1/4 ins. \$1.50 \$4.95 \$ 9.50

Pot, 1/2 by 4 ins. 1.95 7.95 15.00

Orchid Spec., 1/2 by 4 1/4 ins.,

red, blue, green, yellow

and white 2.10 8.95 16.00

Wired, 1/2 by 2 ins., white, 1.95 7.95 12.00

1/2 by 3 1/4 ins., white, 2.15 9.00 17.00

1/2 by 3 1/4 ins., blue, green,

red and yellow 2.25 9.45 18.00

White Strap Label,

1/2 by 3 1/4 ins. 2.10 8.95 16.00

—Special—

NEW PRICE—ORIGINAL BUBBLE VASE

LAPEL PINS, \$1.35 doz. 2, 3, 5-in. Orchid

tubes with rubber caps, 60c per doz., \$4.10

per 100.

WRIGHTWOOD FLORAL CO., INC.

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Prices F.O.B. Houston. Subject to change

without notice.

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Mail advertising copy to reach

the American Nurseryman

Monday, two weeks before date of issue.

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The fast, safe way.

Strips 4 and 5 ins. long. Special, \$1.00 per lb.

Free Samples

THE M. CONLEY CO. Canton, O.

SPHAGNUM MOSS**WISCONSIN'S QUALITY SPHAGNUM**

MOSS.

Clean, long-fibered, solidly packed in burlapped or wired bales of standard size, direct from drying beds. None better.

Trucked when feasible.

WARRENS MOSS CO., Box 7, Warrens, Wis.

SOIL-TESTING SERVICE**SOIL TESTING**

Soil-testing and consultation services to help you grow better crops. Rapid, accurate tests for pH, organic matter, nitrogen, phosphorus, potassium, calcium and four minor elements cost only \$5.00 per sample, or write for costs on a soil-testing consultation program.

DR. WOLFS

AGRICULTURAL LABORATORIES

Rt. 4, Fairton Rd. Bridgeton, N. J.

STAKES

EVERLAST TIDEWATER

RED CYPRESS PLANT STAKES
These are the strongest, straightest, most durable and long-lasting plant stakes you can buy. Made of sun-cured Florida Tidewater RED Cypress — "THE WOOD ETERNAL." Each stake is approximately one inch square and pointed at one end.

RED Cypress costs more, but lasts longer than white or yellow Cypress and thus is cheaper in the long run.

Packed in units of 81 Stakes
F.O.B. New York F.O.B. Florida
4 feet long, 1-in. sq. \$10.00 \$ 8.50 per unit
5 feet long, 1-in. sq. 11.50 10.00 per unit
6 feet long, 1-in. sq. 12.50 11.50 per unit

EXTRA-HEAVY STAKES

8 feet long, 1 1/4-in. sq. — \$19.00 per 100 stakes.
F.O.B. Florida only.

Minimum order 100 stakes.

McHUTCHISON & CO.

95 Chambers St. New York, N. Y.

STAKES GALVANIZED HARD STEEL.

STAKE FASTENERS and COTTON TWINE.

Prices and samples sent upon request.

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CYPRESS PLANT STAKES

50 Pieces to Bundle.

1x1-in.—3 ft., pointed.....\$2.50 per bundle
1x1-in.—4 ft., pointed..... 3.50 per bundle
1x1-in.—5 ft., pointed..... 4.50 per bundle
1x1-in.—6 ft., pointed..... 5.50 per bundle
1x1-in.—7 ft., pointed..... 7.00 per bundle

These stakes are made of cypress and redwood, are good, strong stakes and will give long service. "A little better than seems necessary."

WE SHIP SAME DAY!

YOHO & HOOKER

Youngstown, Ohio

HEAVY BAMBOO STAKES.

EXCEPTIONALLY FINE QUALITY.

Per bale of 100	% to 1-in.	% to 1-in.
4 ft.	\$4.20	\$ 5.15
5 ft.	5.20	6.40
6 ft.	6.25	7.70
7 ft.	7.30	8.95
8 ft.	8.35	10.25

F.O.B. Centertown, Ky.

Add 10 per cent for green dyed.

Write for discount on large quantities.

A. C. PATTERSON, Centertown, Ky.

AMERICAN NURSERYMAN

MISCELLANEOUS

CEDAR SHINGLE TOW

In bales or loose.

Also plant flats made from cedar, as low as 10c. Sample on request.

H. G. BROWNING

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Surplus Stock

can be easily and quickly turned into

Cash

by listing it in the

American Nurseryman Classified Ads.

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WANTED

Copy of "Modern Nursery" by Laurie and Chadwick. Will pay new price for used book.

FORREST KEELING NURSERY

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WANT ADS

Help and Situation Wanted and For Sale Advertisements.

Display: \$3.50 per inch, each insertion.

Lines: 30c line; minimum order \$3.00.

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LANDSCAPE BUSINESS IN SUNNY CALIFORNIA

Landscape division of large California nursery. Only sizable landscape organization in a trading area of a half-million population. Organization, equipment, contracts, prospects, plus a reciprocal trading agreement add up to an ideal proposition for an experienced operator. Step into a profitable, long-established landscape business in California's year-around planting climate. Owners wish to devote full time to their rapidly expanding nursery business. Write to Box 979, care of American Nurseryman.

FOR SALE

NURSERY ACREAGE

20 acres of fertile Platte Valley land. On U. S. Highway 14, one-half mile from U. S. 30. Five blocks to city schools, in a good town of 2500. 8-room modern home, well landscaped. Garage, double chicken house and other buildings.

Complete line of evergreen planting stock from 1 to 5 years old. 3300 Juniper, Fir, Spruce, Pine and Spreaders. 1000 of these are ready to dig next spring. Overhead irrigation, Skinner System.

Priced at \$27,500. \$10,000 cash will handle.

JOHN J. TOOLEY NURSERY
Central City, Neb.

HELP WANTED

LANDSCAPE ARCHITECT

Nursery located in Spokane, Washington, needs a willing, aggressive and cooperative young man, graduate landscape architect or equivalent. Ability to visualize, to produce mechanical or freehand drawings, and to organize projects and follow through is important. Previous work with hands an asset. Give full qualifications, including recent photograph and expected salary, in first letter. Mail reply to Box 985, care of American Nurseryman.

HELP WANTED

Settled white woman, experienced in nursery line, to work with widowed woman owner of a nursery growing and selling a general line of ornamental shrubs and bedding plants. Furnished cottage available. State experience and salary expected. Write: P. O. Box 1870, Montgomery, Ala.

FOR SALE

Old, established nursery and garden store, located on main highway adjacent to fine residential areas in the Pacific northwest's largest and fastest-growing city. Valuable property complete with 3-bedroom residence, garden store and greenhouse. A good year-round business. Fully stocked. Must sell because of illness. Address Box 981, care of American Nurseryman.

HELP WANTED

Large, old-established wholesale nursery wants salesman to call on wholesale trade in middle west, selling a complete line of nursery stock. Good opportunity for a man who can produce. Write, giving full particulars about yourself, to Box 964, care of American Nurseryman.

HELP WANTED

Experienced Nurserymen

One of the largest nurseries in southern California offers profitable, permanent positions to nurserymen with experience and ambition. Security, pleasant working conditions and an unlimited future for the right men. Beginning salary \$300.00 per month.

MONROVIA NURSERY CO.

Box 196

Monrovia, Calif.

FOR SALE

One of northwestern Ohio's foremost nurseries. 50 acres. Gross sales over \$50,000 last year. Well-established business near city on good highway. Completely stocked and catering to retail and wholesale trade in the area. Two large greenhouses, potting shed, lath house, new warehouse and beautiful, new, 3-bedroom, modern bungalow. Complete nursery equipment, trucks, etc., included.

E. H. VALENTINE, REALTOR
Exclusive Agent—Phone 8-1401
902 National Bank Bldg.
Lima, O.

HELP WANTED

Large midwest wholesale nursery needs a salesman willing to work part-time in the office. A good position with a future. Application confidential. Address Box 975, care of American Nurseryman.

FOR SALE

Well-established wholesale and retail clematis business in the splendid state of Oregon, where there are no water shortages, dust storms or smog. Situated close to big markets. Oregon has a splendid climate and does not have a sales tax. We are propagators. Full details on request.
PORTLAND CLEMATIS NURSERY
1312 S.W. Taylors Ferry Rd.
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HELP WANTED

LANDSCAPE ARCHITECT

Aggressive man to sell, draw plans and contact the public. Write us giving your background, former employers and salary expected.

HILLENMEYER NURSERIES
Lexington, Ky.

WANT ADSDisplay: **\$3.50** per inch, each insertion.Lines: **30¢** line; minimum order **\$3.00**.**HELP WANTED****LANDSCAPE FOREMAN**

We need an experienced man with thorough knowledge of plant materials, transplanting methods, etc. Must be capable of supervision of crews, able to read and carry out plans and not afraid of work. \$100.00 per week to start, on a guaranteed year-round basis.

We are a leading and rapidly growing midwestern nursery and landscape organization. Write or call for interview. Be prepared to show proof of experience and provide adequate references.

SECOR LANDSCAPE CO.
3340 Secor Rd., Toledo, O.
Phone LAwndale 2191

HELP WANTED**LANDSCAPE ARCHITECT**

Willing, aggressive and cooperative young man, graduate landscape architect or equivalent, needed by company located in southwestern part of Nassau county on Long Island, N. Y. Must have ability to produce mechanical or free-hand drawings; must have excellent ability to visualize; must be able to organize projects and follow through. Previous work with hands an asset. Please give full qualifications in first letter, including recent photograph and expected salary. Address Box 970, care of American Nurseryman.

HELP WANTED**EXPERIENCED PROPAGATOR**

Man capable of taking complete charge of greenhouses totaling 9000 sq. ft. with oil-fired automatic heat. Also to take charge of seedbeds and frames. Must understand grafting, rooting and growing of seedlings to supply nursery of 150 acres devoted to the growing of ornamental landscape material for the wholesale trade. Must furnish references. Address Box 984, care of American Nurseryman.

HELP WANTED

Experienced field foreman to take charge of all field and bed operations on 80 acres of nursery stock. Permanent position with opportunity for advancement. Evergreens, shrubs and shade trees grown for wholesale and retail trade. Send complete details as to age, past experience and salary expected.

EGYPTIAN NURSERY & LANDSCAPE CO.
Farming, Ill.

SITUATION WANTED

Man with 15 years' experience in office of nursery doing wholesale and retail business desires position. Duties included buying, selling, shipping, production planning and office management. Reply to Box 953, care of American Nurseryman.

SITUATION WANTED

Position desired by nursery salesman in eastern Pennsylvania, Delaware, Maryland or northern New Jersey. Twenty years' experience in designing, selling and supervising all types of planting. Address replies to Box 977, care of American Nurseryman.

SITUATION WANTED advertisements put job seekers in direct contact with firms in need of their particular qualifications. If you are looking for employment in the nursery industry, try an ad in the want ad columns of the American Nurseryman.

**OUTDOOR PROPAGATION
UNDER CONSTANT MIST**

[Continued from page 17]

tings were kept adequately supplied with water.

A lot of experiments are going forward now in the use of constant mist. I was recently out in Missouri where interesting work is going on at the horticulture department of the University of Missouri at Columbia. Most of these experiments are in the use of specialized jets to supply a mist or fog of water to benches of cuttings set out in the open in full sun. The results obtained from this method should not be confused with results already published on the use of high humidity, and the purpose of these notes, therefore, is to define clearly the differences between these methods.

It is too early to attempt to evaluate the respective merits of either system. Reports from Ohio State, where Dr. L. C. Chadwick has done some excellent work on the rooting of *Ilex opaca*, clearly show the value of maintaining high temperatures and high humidity in the propagation of this and other plants, while reports coming from Texas and Florida and results of some of the work we have done at Koster Nursery appear to indicate the equal value of constant mist propagation in the open. Some plants appear to appreciate a little of each system, and *I. opaca* is one of these. In our tests last year, *I. opaca* in the open bench did not root well, mainly, I believe, because of the relatively low temperatures maintained under the constant mist; but cuttings which were inserted in a greenhouse, where high temperatures could be maintained together with high humidity, were even better in those sections where we applied liberal amounts of free water daily from a hose.

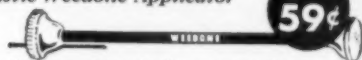
Rhododendron seems to be another plant which will not respond to the open-air mist system alone. It is necessary to supply a certain amount of warmth and to maintain a high humidity to obtain maximum rooting in a minimum of time.

We are running more extensive tests this summer on a wider range of plant material in our open-air benches, and I hope that by the end of this current propagating season we shall have some worth-while results to report. It is my belief that this open-air system will be particularly valuable for softwood summer cuttings of deciduous flowering shrubs. This type of propagation is

**THE MODERN
WEED KILLERS**
year-round repeaters**Weedone®**

The weed-killing miracle in the red can, containing the butoxy ethanol ester of 2,4-D and 2,4,5-T. No vapor injury to nearby susceptible plants. Kills over 100 weeds and woody plants, including dandelions, plantains, poison ivy, poison oak and brambles. Does not kill grass. Harmless to people and pets.

List 8-oz. can \$1 1-qt. can \$2.75
1-gal. can \$6.95

Plastic Weedone Applicator

Non-scratch plastic construction—
cap fits any screw-top gallon jug.

**ONLY
59¢****Weedust® 2,4-D in Powder Form**

Ideal for spot treatment of lawn weeds.

List 12-oz. shaker canister 75¢

**Weedone
Crab Grass Killer**

The wonderful potassium cyanate crab grass and chickweed killer in the round red can. Does not kill ordinary grasses. Harmless to people and pets.

List 6½-oz. can \$1 26-oz. can \$3
6½-lb. can \$8.85

You can depend on ACP products backed by the long-established ACP name, and heavily promoted through national advertising.

There's more profit for you in ACP products.
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Makers of ACP Soil Conditioner • Trimitone
ACP Rose & Floral Dust • ACP Fruit Tree Spray
Rootone® with Fungicide • Transplantone®
Fruitone® • Rosetone® • Seedtone • Gro-Stuf

Transplant Shrubs in **FULL BLOOM** with **Plantcote**



WILTPROOF PLANTS SAFELY, EFFECTIVELY!

Plantcote is a concentrated plastic product, scientifically compounded to effectively halt the escape of moisture from plants and shrubs. Even the blazing sun of mid-summer is not fatal to shrubbery protected with plastic Plantcote. It protects against dry air, wind and heat. Plantcote insures safe transplanting, shipping and display of vegetable and flower plants, evergreens, flowering shrubs, trees and cut greens when used as directed.

Plantcote, made from Good-rite® VL 600, comes in concentrated form. Only water need be added. Plants can be dipped or sprayed with an ordinary garden sprayer, kept at low pressure to avoid excessive use. Field tests under a wide variety of conditions have proved that Plantcote protects—every time!

*Reg. Trade Name of B. F. Goodrich Chemical Co.

USE PLANTCOTE AND TRANSPLANT ANY TIME

The Plantcote spray forms a thin, transparent, glossy coating that seals in moisture and increases the attractiveness and sales value of many products. This film stretches as the plant grows and soon snaps off when new growth occurs. Professional nurserymen have found that Plantcote is an invaluable aid in safe transplanting, shipping and display.

SPECIAL FORMS

Plantcote is made in two special forms: One to protect Christmas trees and cut greens such as holly, ferns, mistletoe and wreaths; the other as a transplanting-type coating for evergreens, shrubs, trees, vegetable or flower plants.

ORDER NOW!

Priced Wholesale for Wholesale Nurserymen

Case lot (Four 1-gallon jugs per case),	Per gal.
10 case lots only.....	\$5.30
5-gallon drum	4.80
52-gallon drum	4.50
Two or more 52-gallon drums.....	4.25
No retail sales. All prices F.O.B. Bridgeville, Del. Subject to change without notice.	

Also Distributors For:

- Hurst Aqua-Jet spray nozzles, spray guns and sprayers for nursery, orchard and row crops.
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- Pruning tools of top quality.
- Agricultural chemicals.

Write for Literature and Prices

NEWTON
Chemical & Supply Co.
BRIDGEVILLE, DELAWARE

not part of our normal work, but I hope to test some plants in our benches to obtain an idea of its value for this use. In any event, preliminary results are sufficiently encouraging to warrant any keen propagator's putting in a small test area at his nursery.

STORING LILAC GRAFTS

In discussing propagation techniques with growers from time to time, I am amazed at the wide diversity of methods used in different parts of the country, and I believe that in some instances we tend to overcomplicate the methods which we use for some plants. In general, the simpler we can keep our propagating methods, the less costly they will be, and often percentages will be higher. The propagation of lilacs is a case in point.

Years ago we were propagating our lilacs by grafting onto California privet, carefully packing the plants upright in boxes to callus and then, as soon as the callusing was well-established, taking them out and planting them by hand in prepared beds. With all the hand labor involved, costs were high, and, if we had a wet spring such as the one just passed, we found the grafts with long, useless shoots when we came to plant them. These had to be broken off and the plant was weakened thereby. Of necessity, we had to find other methods which were less expensive and more efficient.

We have maintained production by grafting onto California privet simply because this fits in well with our other propagation requirements. We now graft onto privet roots in January or February after completing our other grafting. Stock and scion are bound together with soft cotton twine and are then dipped in paraffin wax to cover the graft completely down to the base of the roots. They are then packed horizontally in moist peat in cases, a layer of plants and then a layer of peat, until the case is full. The cases are kept in a warm potting shed for about three weeks or until strong callusing between stock and scion is complete. The cases are then removed to cold storage, 33 to 34 degrees Fahrenheit, where they remain until we are ready to plant them. Planting is carried out by machine into light, sandy soil under irrigation.

The value of this method, particularly the cold storage of the grafts, was amply demonstrated this spring.

NOW... A SPECIAL *Taubman* **BLACK INDELIBLE MARKING PEN**

TO MARK
WOOD LABELS
AND TAGS

MODEL #329 N

6 1/2
INCHES
LONG **39¢**
Fed. Tax included

- Disposable . . . No refills
- Quick drying
- Fade proof • Run proof
- Not affected by rain, snow, insects, soil bacteria

INQUIRIES
FROM WHOLESALERS INVITED

SEND YOUR
TRIAL ORDER
FOR ONE
DOZEN PENS
TODAY

FOR QUICKLY
IDENTIFYING
TREES, SHRUBS,
PLANTS

SAMUEL TAUBMAN & CO.

1 WEST 34TH ST., DEPT. N, NEW YORK 1, N. Y.

METAL LABEL MARKERS

Immediate Delivery

Steel wire stakes with galvanized or green enamel finish—Aluminum and Galvanized Labels.

Also other Ideal Garden Gadgets.

SEND FOR
DESCRIPTIVE FOLDERS
TODAY



LANSING SPECIALTIES MFG. CO.
LANSING 12, MICH.

HALPERN BROS. NURSERY BURLAP

Squares and Rolls
and

MESH COTTON NET SQUARES

272 S. 2nd St. Market 7-3346
PHILADELPHIA 6, PA.

Continued wet weather and the pressure of shipping requirements made it impossible for us to plant these grafts at the normal time—early April. They had to remain until we were able to complete all other pressing details and prepare the land for planting and were finally brought out from cold storage June 15. The grafts were in excellent condition and, in fact, were in virtually the same state of development as when they were put in storage. The weather was warm in June, and the plants had to be set out rapidly so that the roots were not damaged. As a result, the plants went straight into active growth and are now developing well. This control of the development of the plants enabled us to do the work when we could manage to get to it. Without the use of cold-storage facilities and the careful packing of the plants in moist peat for such storage, we would have lost this crop. Because of the far shorter growing season, we may not produce such large 1-year liners this year, but our cost of production has remained constant and, from a practical point of view, the plants are just as good.

Other Plants Affected

This wet spring has affected other batches of young plants which should have been dealt with earlier. By late May we were forced to the decision that it was too late for us to attempt to plant out all the young rooted cuttings we had in green-houses and frames and, rather than take the risk of early summer planting, we decided to leave the cuttings where they were until well-hardened off and then to lift and heel them into well-prepared land under shades. When this work was done, the cuttings took hold readily, rooting out into the specially prepared light, sandy mixture which we made up for them. Plenty of shade and plenty of water for these cuttings were necessary, for they came direct from the propagating houses, where space had to be cleared to make way for the coming season's crop.

If lifted with care, heeled in rapidly into light soil and shaded and watered, these cuttings, which include many varieties of taxus, arborvitae, juniperus and chamaecyparis, will not be harmed and, in fact, will have an even better root system for early fall planting under irrigation in the open field. Should the pressure of fall work preclude this, the plants can remain through the winter and be ready for early spring.

J. S. W.

PREMIER PEAT MOSS

The All-organic Soil Conditioner

does

MORE
for
all soils!

MORE
in gardening-
mulching, etc.

MORE
for customers
—and for you!



BAGS AND CARTONS

BIG VALUE
BALES

Gives you more results and resales!

PLANTS thrive — and so do nurseries—when Premier Peat Moss is used.

It pays to **USE** Premier—because its superior absorbency makes it a superior soil conditioner. It absorbs and stores nutrients — and feeds them to the roots as needed. And at the same time, it provides the natural, all-organic material that is

essential to good germination and growth.

It pays to **SELL** Premier—the popular, proven, dependable soil conditioner that brings customers back for **MORE!** In packages that please—from 1-pot bags to big bales.

Send today for prices on Canadian and European Premier Peat Moss.

PREMIER PEAT MOSS CORP., 535 FIFTH AVE., NEW YORK 17, N. Y.

Simplex

—MUCH
MORE—FOR LESS

SOIL TESTING

ACCURATE • EASY • QUICK



WRITE FOR LITERATURE

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MONEY-BACK GUARANTEE.

If you are not satisfied with the results obtained, return your Simplex soil test outfit within six months of date of purchase and your money will be refunded.

THE COMPLETE SIMPLEX SOIL TEST OUTFIT

Contains all the solutions and apparatus necessary for 100 to 300 soil tests for each of 15 important soil chemicals including trace elements, plus tissue tests for Nitrates, Phosphorus and Potassium. Complete, \$49.50. Solution replacements available.

THE FARM SIMPLEX SOIL TEST OUTFIT, \$25.50

All outfits shipped via Railway Express, F.O.B. Norwalk, Ohio

BEGINNING IN THE NURSERY BUSINESS, by J. J. Pinney.
Complete series of articles. 50c. American Nurseryman, Chicago 4, Ill.

BURLAST

Ball Savers

Proof

BALL SOUND

HEALTHY ROOT GROWTH

BURLAST WATER MIXED COMPLETELY PER BALL

COST LESS THAN 1¢ PER BALL



HILL'S NURSERY, Burlast Division, P. O. Box 43, VICTORIA, TEXAS
Member: American Association of Nurserymen
Texas Association of Nurserymen
Texas Landscape Association



Illustrated is a Gardenia Mystery plant stored more than five months in shavings and soil mixture.

Burlast is a dry powder to be mixed in water for treating burlap. Burlast-treated ball wraps resist rot and decay from three to six months to prevent broken balls and ruined plants.

Burlast is ideal for the retail yard that grows its own stock; perfect for the wholesaler who seeks ways to improve his service and his stock.

Burlast is effective, safe, economical, practical. Write for full information and prices today.

"YOU CAN'T BEAT PEAT"

WE OFFER A COMPLETE LINE

APPROX. pH

1. **BLACK CULTIVATED PEAT** 6.5 to 7.0
A rich velvety peat humus.
2. **HYPNUM PEAT MOSS** 6.5 to 7.0
Unexcelled for most horticultural uses.
3. **SPHAGNUM PEAT MOSS** 4.0
Best for acid-loving plants.

Available in bulk carlots of 60 to 150 cubic yards per car, milled and ready to use. Loaded in closed boxcars only. Also available in 4 sizes of plastic-lined, machine-compressed bags ranging from 4½ loose bushel size to small, printed, heat-sealed plastic bags.

Write or wire for quotations.

ELI COLBY CO.

HANLONTOWN, IOWA

"Suppliers to many of America's leading nurseries."

Since 1840

TWINE and CORDAGE

For all nursery requirements.

GEO. B. CARPENTER & CO.

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Does Your Soil Have Life and Energy?

Without the balance and dynamic energy of bacteria, biotins, hormones, enzymes, vitamins and trace minerals, your soil may be poorly productive and your plants more subject to disease no matter how many chemicals you use.



All-organic **ActivO** supplies these vital forces of Nature at low cost. Just mix it with mulches, fertilizers, seed — or directly into soil. **TRY IT!** Money-back guarantee. \$5.95 size energizes 6500 lbs. of fertilizers, etc. **BENSON-MACLEAN BRIDGETON 2, IND.**

NOW IS THE TIME TO ORDER

GEYCO® PLASTIC LABELS and MARKERS

PBT, \$9.25 per 1000 • WIRE, \$11.45 per 1000

Send for Samples and Low Prices

GEY BAND & TAG CO.

Box 363-A, Norristown, Pa., Phone: 8-9270

THE JIFFY BALLING CO.

Sales and Demonstration of the One and Only

JIFFY BALLING MACHINE

Phone 98

LONG LAKE, MINN.

JAMES W. OWEN INDICTED

James W. Owen, Bloomington, Ill., has been indicted on charges of using the mails to defraud customers. He was named in a 20-count true bill returned by a Springfield, Ill., grand jury.

Mr. Owen operates his business from Bloomington and Normal under the styles of James Owen Nursery, Owen's Nursery, Marie Kruse Enterprises and Bob Richard Nursery.

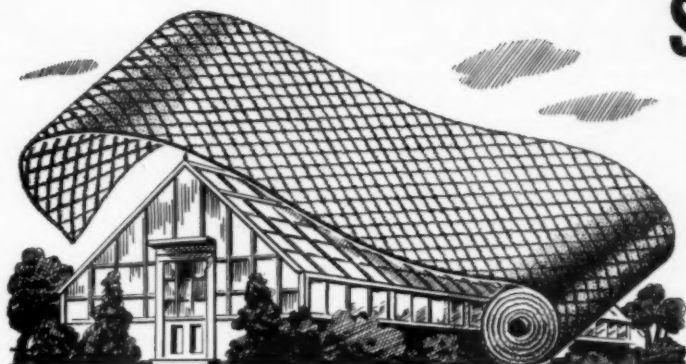
The government charges Mr. Owen with "making false claims" and selling "inferior plants." The indictment lists 134 persons he is alleged to have defrauded and contains 21 specific charges of false claims and promises.

The indictment alleges that he sold seedlings as dwarf fruit trees; promised that they would bear fruit the first year when, according to the indictment, "they actually took two to five years" to bear; sold "Blaze Red" African violets which were ordinary blue African violets, and tried to "wear out" customers requesting funds by offering alternate merchandise.

Mr. Owen states the firms have an annual business of more than \$3,000,000. He added that he is only a middleman in the sale of dwarf trees and African violets and that he obtains them from "one of the largest growers in the U. S." Mr. Owen said that the 134 customers who were alleged to have been defrauded are a "very small number" compared with the "millions" of packages shipped by his firm in recent years.

Advertising agency for all Owen nursery divisions is Arthur Meyerhoff & Co., Chicago. John H. Black, general manager of the agency and supervisor of the Owen account, said the nursery's advertising budget last year was "over \$1,000,000." Newspapers, radio, television, magazines and direct mail are used, with newspapers obtaining the bulk of the allotment. About 20 per cent of the Owen budget was spent for radio and television, and magazines were given about 7 per cent.

H. DE GRAAFF & SONS, Pittsburgh, Pa., importer of bulbs from H. de Graaff & Sons, Inc., Lisse, Holland, has been liquidated. George Alders, until recently of the Pittsburgh establishment, has severed all connections with the Dutch firm and has opened Alders Bulb Co., at Pittsburgh.



SARAN SHADING

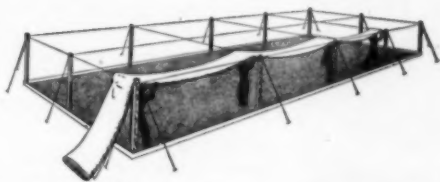
**Now Used to Cover
LATH HOUSES and CLOTH HOUSES**

SARAN Cloth covers more plants than all other types of shading combined. **WHY?** SARAN is the lowest cost material, longest lived and most efficient shade. SARAN keeps that scorching sun and windburn breezes off those tender plants . . . can be furnished in any degree of shade you will need.

Many thousands of growers use SARAN to construct economical cloth houses and lath houses. It is rotproof, fungusproof, waterproof, fireproof, stronger than steel, outlasts copper screening, non-toxic to plants. Breaks up heavy rain, distributes evenly over beds; protects against hail and due to glass smoothness breaks up wind forces and helps to dissipate them.

Why not cover that next house with money saving SARAN? Sewed to your dimensions with ORLON thread . . . we also manufacture Super American Black Sheen, Storm King Houses, and Victory Partial Shading.

Telephone, wire or airmail us,
for full information and samples



AMERICAN ASSOCIATED COMPANIES

X. S. SMITH, Representative in Charge of Florist Cloth Division
BOX 272 RED BANK, N. J.

Long Branch 6-4600

PRODUCTION SYMPOSIUM

[Continued from page 11]

use small birds only, as the larger ones may damage the plants as they plow through the nursery. A man from Florida then stated that he had obtained 100 geese, but that many of them had died because he did not know how to take care of them. He stated that since the geese do not operate very efficiently in hot weather they should be set out to weeding early in the morning, allowed to rest during the middle of the day and kept in the fields until sunset. Despite this lack of hot weather efficiency, however, the nurseryman from Florida found the geese to be generally good weeders.

Uses Ducks for Bindweed

John Siebenthaler then joined the animal discussion to state that he uses Muscovy ducks at his nursery to eliminate bindweed. Mr. Siebenthaler also recommended the use of young birds only, as the old ones can do damage to the valuable plants. The best thing to do with older ducks, said Mr. Siebenthaler, is to eat them!

A Pennsylvania nurseryman voiced the opinion that geese are rather discriminating in their choice of

• ARIENS ROTARY TILLAGE America's first—still best!



ARIENS heavy-duty TILLER

Three powerful models: 7, 9, 12½ h.p. Wisconsin engine. 2 speeds forward; reverse. Heavy-duty steel tines. Full-width tillage—2 to 10 ins. deep. America's first rotary tiller—still America's best! Thousands in use coast to coast!

Write today for details of the Ariens Tiller or Ariens Yardster, shown at left.

ARIENS YARDSTER—Low-cost rotary tiller. Briggs and Stratton 6S engine. 12-in. tillage up to 6 ins. deep. Many exclusive features. All steel construction. Rotary mower and rotary SNO-THRO attachments.

Ariens

141 Calumet St.

Brillion, Wis.

New Easy-Starting Gas Engines for Nursery Equipment

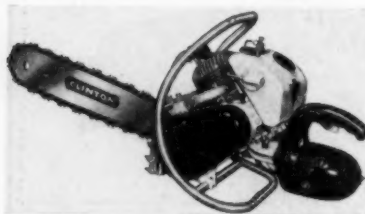
These new Clinton gasoline engines are quick to start, easy to operate and service—economical to run. Wherever you are—wherever you go—service for Clinton engines is close at hand. Over 4000 service stations located nation wide.

3 BASIC TYPES



In these 3 basic types, you have your choice of 10 basic models of Clinton engines. Regardless of the power job that requires a small gasoline engine—there's a Clinton that does it better than any other engine of comparable size. Clinton is the only manufacturer with a full line of both 4-cycle and 2-cycle engines.

CLINTON Introduces Low-Cost Chain Saws



This Clinton Convincer Chainsaw is the lowest-cost quick-starting chainsaw on the market. You pay for power. Gadget-free!



Prices start at **\$239.50** for 20-inch guide bar and chain.

Engine Division of

CLINTON MACHINE COMPANY

Dept. B-2

MAQUOKETA, IA. • Cable Address: "Engines," U. S. A.

Chainsaw Div.: Clinton, Michigan
In Canada: 292 Charlotte Street,
Peterborough, Ontario

weeds. This statement came in response to a question as to whether the geese might not eat some of the valuable plants along with the weeds. The nurseryman stated further that the geese do no damage to his nursery stock except to step on young shoots occasionally. The geese do, he said, eliminate chickweed.

Arthur Watson, Grand Rapids, Mich., then offered his own system for assuring that the geese eat only the weeds that they are intended to eat. He said the geese should be starved for about three days and then fed on a mash including the weed which the nurseryman wants destroyed. The geese should then be sent out into the field, Mr. Watson continued, and they will selectively eat the weed which has been fed to them in the mash.

In deference to the original subject under discussion, "New Machinery," Jack Hill told of his experiments with mechanical planters. The D. Hill Nursery Co. is now using a 5-row transplanter built largely in its own shops. Believing that the advantages of mechanical planters are well-known, Mr. Hill said he felt that he should state two disadvantages which he had found with the mechanical devices.

One of these is the tendency of the mechanical planter to drag the roots in the planting operation so that the roots tend to grow off the plant at an angle instead of growing straight down. The second disadvantage is the inability of the machine operator to guarantee that the plant will be set perpendicular to the ground. When the plant is set at an angle, it is difficult to maintain all of the roots when it is eventually dug up.

Another nurseryman supplemented Mr. Hill's observations by stating that at his nursery a man is employed to walk behind the planter to straighten plants which have been set into the ground at an angle by the mechanical device.

The third and last subject, weed killers, was treated in brief fashion and consisted principally of a statement by Dr. A. M. S. Pridham, of Cornell University, who commented upon the different points of view with regard to weed control. The ultimate solution to the weed problem, it appeared to Dr. Pridham, is soil sterilization. This can be done outdoors, he said, but the cost at present is prohibitive. It may be practical someday, however, to eliminate weeds in this manner.

Ducks and geese have their place



LAND LEVELER LEAVES A TRAIL OF SATISFACTION

For a modest investment, this Gledhill Land Leveler pays big dividends. Attaches readily to any Ford or Ferguson-type tractor with 3-point lift. For nurserymen and landscape gardeners, it's the answer.

Send for details:

THE GLEDHILL ROAD MACHINERY CO.
GALION, O.

SOIL SHREDDERS

ON TIME PAYMENTS PLAN

No need now to wait to buy—buy it now and pay for it with labor savings.

Wichita Grinder

Model 2XB	\$182.35
1/3 down	60.75

Balance plus interest and insurance	\$121.60
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\$11.00 per month for 12 months, or
\$21.14 per month for 6 months.

F.O.B. Dallas or Scottsville

Other Models on Same Good Terms.

VERHALEN

NURSERY CO.

SCOTTVILLE • 12140 HARRY HINES BLVD.
TEXAS • DALLAS, TEXAS

Your Profits Grow in Verhalen Plants

in weed control, Dr. Pridham continued, but he felt that the most practical method available today is the use of chemical herbicides. There are, he continued, dozens of chemicals that will interrupt the germination process of weed seeds, but it is difficult to obtain any herbicide which will work with all crops. The dinitro group, he continued, gives generally good results with both annual and perennial weeds.

A combination of chemical weed control and hoeing or cultivating is excellent, stated Dr. Pridham. The hoeing or cultivating supplementary weed-control procedures are desirable, he said, because chemicals cannot be used at all times, particularly when new growth is present on plants. Chemical weed control should be begun in the fall, he said, and this should be followed by hoeing during the following June. When the crops harden up in August, the chemicals may be used again. He cautioned that chemical weed control sprays should be concentrated at the base of plants, not on stems and leaves.

Dr. L. L. Baumgartner, of Nursery Specialty Products, Eastview, N. Y., related his experiences with the use of cyanamide, which was applied the first part of March. Plots treated thusly remained weed-free until hot weather set in, so removing the threat of weeds during the spring planting. This method, said Dr. Baumgartner, holds weeds in check until hoeing can begin.

In response to a question, Dr. Pridham again took the floor to state that the danger of soil contamination through the use of chemical herbicides is, according to the best information available, slight.

FILES PATENT SUIT

Resin Industries, Inc., Santa Barbara, Calif., which claims to be the originator of the plastic flexible sprinkler, has filed suit (C.A.15718-C) against the A. M. Andrews Co., Portland, Ore., and several distributors of the Andrews product. According to the complainant, the Andrews sprinkler is an infringement of U. S. patent 2621075, covering multiple-tube sprinklers, owned by Resin Industries, Inc.

THOMAS P. FLYNN, manager of the foreign plant department of McHutchison & Co., New York city, was elected a director of the firm at a recent meeting of stockholders. Mr. Flynn started with the company in 1947.

SPEED UP

with a
**YORK
"RE"
RAKE**



**LAWN SEEDING
AND
LANDSCAPING
OPERATIONS**

**• IT GRADES AND LEVELS • RAKES
STONES • MULCHES SOIL**

Nurserymen and landscapers who use the York RE Rake have found it to be one of their best investments. A number of users have written us that the Rake paid for itself on the first job!

It eliminates most hand raking by its ability to perform 3 Big Jobs: (1) It Grades and Levels, (2) It Rakes Stones, (3) It Mulches the Soil. **And it does all of these jobs at a substantial saving over hand labor costs.**

The RE Rake handles easily behind your tractor . . . does a finished grading job . . . is ideal for raking stones and spreading top soil . . . works close to building foundations. It may be positioned to discharge material either to right or left. It may be used at right angles to the direction of travel, for spreading material and gathering rows of stones into piles. Also, it may be reversed and used as a bulldozer.

**For complete details and prices,
write Dept. R-531:**

Trouble-free service without costly breakdowns is assured by the RE's rugged construction. Long-wearing teeth are made of heat-treated alloy spring steel, rigidly attached to carbon spring steel heads . . . easy to replace if necessary. Maximum working width is 8 feet. Raising, lowering and tilting of rake are controlled by the tractor operator, without leaving his seat.

Casters and wheels are available as optional accessories. Mounted on the rake frame, they regulate the penetrating depth of the teeth, and are especially useful in final raking operations where only a slight penetration is desired.



MODERN CORPORATION
UNADILLA, NEW YORK

"Pure Sphagnum" ORGANIC
Fafard PEAT MOSS
PROVEN SOIL CONDITIONER

HIGHLY ABSORBENT

MAKES SANDY SOIL MORE
COMPACT—LIGHTENS HEAVY CLAY
SOIL—CLEAN AND FREE FROM WEED-
SEEDS AND DISEASE SPORES



STIMULATES GROWTH
AVAILABLE IN BALES, BAGS, BOXES

PREVENTS LEACHING AND
WASTE—IMPROVES AERATING—EN-
COURAGES BENEFICIAL BACTERIA—
LASTS LONGER IN THE SOIL

WRITE, WIRE, CALL US TODAY, LONGMEADOW 7-3316

CONRAD FAFARD Inc., P. O. BOX 774(A) SPRINGFIELD, MASS.

SALES SYMPOSIUM

[Continued from page 10]



**English Type
RAIL and HURDLE
FENCE**

**Large Stocks . . .
Prompt Shipments . . .**
Hand Split Chestnut Rails.
Peeled Chestnut, White Cedar
or Locust Posts
.....



RUSTIC TABLES Write
6 and 8 ft. long, frame work— for
Northern White Cedar. Tops Catalog
and seats—Western Fir.

WOOD PRODUCTS CO. TOLEDO 12, OHIO

**PROFITS For Nurserymen!
YOU SELL FENCE
We Carry Inventory**
ALL TYPES—From large Estates to
Small Homesites.
FOR LONG LIFE—Entire Fence—
(both posts and rails) treated with
nationally known—
PENTA PRESERVATIVE



tomer takes one of 150 pushcarts and pushes it down the walks between the display beds, selecting plants as one would groceries off the shelf in a supermarket. Several men are available to lift plants from the beds and place them in the carts. To reach any one of the check-out or cash registers at the exits, the customer must walk past the displays of fertilizer, insecticides, hardware and other allied lines. Boys pack and carry purchases from the check-out counters to the customer's car.

George Thurmond, Alley Pond Nursery, Bayside, N. Y., said that his firm had done a 25 per cent greater volume of business with less personnel since instigating self-service, but that it is not practicable for selling large stock. The entire front of the nursery has been made a cement walk so that customers may easily run the pushcarts. The low frames for display of stock are made of cement and filled with peat moss. There is a 20x50-foot section devoted to allied products. Two cash registers are maintained at the check-out exit. On these cash registers the checker not only rings up the price of each purchase but one of nine key numbers which appears beside the price on the customer's sales slip. One number indicates that the item is replaceable, another number that it is nonreplaceable, another than it was delivered and so forth. Then, if the customer returns with a complaint, there is no question about the item.

Some Do Not Want Self-Service

Henry Lohse, Henry Lohse's Nursery, Dixon, Ill., pointed out that to satisfy some classes of customers salesmen must be employed to wait on trade. There are those who do not prefer self-service in the nursery.

Charles Armstrong said that his firm uses both systems. Customers may be waited on or may select their own stock and pay for it at a quick-order desk.

Seth Kelsey pointed out that the salesyard is the most fertile place to develop landscape jobs; it is in the salesyard that most of the modest-priced, about \$200 to \$600, landscape jobs are sold. If there is only self-service and there are no salesmen to talk to customers, this class of business is often missed.

The final topic of discussion was the use of Kodachrome slides as sales aids. By giving talks and showing



FAST, EFFICIENT ROSE TYING with SAXMAYER MODEL EM!

A small, fully automatic, electric bench model tying machine—self-adjusting to all sizes of bundles—especially designed for tying flowers and nursery stock in bundles up to 16 ins. in circumference. It's lightweight, so simple in construction even a child can operate it. Write for illustrated folder describing SAXMAYER models serving over 100 different industries.

ALSO — NEW MODEL SRAN NOW READY!

Special Features:

- Ties shrubs and trees up to 6 to 8 ft. long by 35-in. circumference.
- Uses jute or sisal twine—fully guaranteed.

—Write for Details—

NATIONAL BUNDLE TYER CO.
BLISSFIELD, MICH.

- Automatic safety release to protect machine and operator.
- Ruggedly built, all-metal construction—speedy.

Many now in operation by enthusiastic owners.

SOIL ANALYSIS

Is Your Best Planting Guide

EDWIN HARRINGTON

Agricultural Chemist
Carversville, Pa.

Reliable, Complete, Prompt Service
Write for full information

Roots Cuttings — Sets Blossoms HORMEX

Now you can root your cuttings by merely soaking hundreds at a time for a few moments in Hormex solution before inserting in medium—or by flooding the medium before or after inserting cuttings.

Hormex is also widely used for spraying—to stop blossom or fruit drop, or set blossoms into more fruit and seed.

Economy size, \$2.49, prepaid, makes 8 to 100-gallon solution. Money-back guarantee.

BENSON-MACLEAN HORMONES,
BRIDGETON 2, IND.

PLATE BOOKS for Nursery Salesmen.

Made for personal use.

Send for catalog.

B. F. CONIGISKY

302 Main St.

PEORIA 2, ILL.

We furnish BURLAP . . . all kinds . . . in any quantity. Also squares for plants, etc. Write:

M. J. SWIFT & CO., INC.
Wayside and Thomsen Sts.
BALTIMORE 2, MD.

NURSERYMEN'S FAVORITES



AGRICO FOR LAWNS, TREES & SHRUBS. Contains all the right elements—both organic* and inorganic—for correct lawn feeding. Convenient 50, 25, 10, 5-lb. bags.

AGRICO FOR GARDENS. This specially-formulated garden fertilizer means flowers of greater beauty; vegetables richer in flavor, packed with healthful vitamins. Convenient 50, 25, 10, 5-lb. bags.

AGRICO FOR BROADLEAF EVERGREENS. For the exacting requirements of rhododendrons, andromedas, azaleas and other acid-loving plants. Builds soil acidity, feeds plants correctly. In 50, 25, 10, 5-lb. bags.

AGRICO ROSE FOOD. The precise combination of both organic* and inorganic plant foods to bring out the best in your roses. Use under bulbs, too—contains potash, which bone meal does not have. In 50, 25, 10, 5-lb. bags.

*Organic derived from AGRINITE, the 100% organic plant food.

"The AGRICO 4" and AGRINITE



Agrico products are bringing outstanding results in nursery use—and liberal profits to nurserymen who offer them to customers. Cash in on America's most complete plant food line—use

Agrico for related selling (when you sell nursery stock, sell the right Agrico with it). Tie in with Agrico advertising—use Agrico ad helps. Order Agrico direct from nearest A. A. C. office, or write us.

AGRINITE is a better (over 8% nitrogen) 100% organic plant food. High-grade nitrogenous tankage, not an animal manure or sewage by-product. Clean, odorless, doesn't burn. For all-season use. In 50, 25, 10, 5-lb. bags.

AGRICO—the nation's leading fertilizer made only by

The AMERICAN AGRICULTURAL CHEMICAL Co.
50 Church Street • New York 7, N. Y.

Kodachrome slides of plants, gardens and landscape plantings to garden clubs and other organizations, the nurseryman can create more interest in plants and draw more customers to his nursery. George Tuoti, Tuoti Landscape Co., Ridgefield, Conn., said that before and after pictures of landscape jobs are one of the best sales aids. Instead of trying to find time to go out and take pictures to show prospects, form the habit of carrying your camera all the time and snapping suitable subjects as you come upon them, he said.

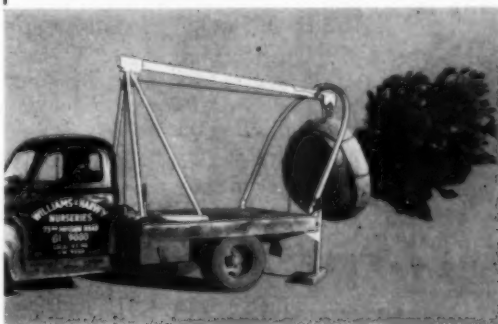
The new 3-dimension viewers were described as good sales aids to show prospects how plantings really do look.

Formula for Selling

Also at this N. L. N. A.-A. N. morning session nurserymen were privileged to hear one of the most dynamic, educational and also amusing speakers to appear at an A. A. N. convention. He was William H. Gove, sales development manager, Minnesota Mining & Mfg. Co., St. Paul, Minn. From his talk it was easy to see why he is in such demand as a speaker, traveling over 80,000 miles a year to speak before sales executives everywhere.

Mr. Gove entitled his talk "What's

NEW TREE MOVER



Williams &
Harvey Nurseries
ANNOUNCE
This New,
Improved
Big Tree
Mover

- New Lighter Weight
- Simpler to Operate
- New Sizes
- Quickly Demountable
- New Lower Costs

This perfected new tree mover fits any standard truck. Ready now.
For price, details, write at once to



WILLIAMS & HARVEY NURSERIES
P. O. Box 8822 Kansas City, Mo.

**YOU CAN HAVE
IT SO EASY**
WITH THE ORIGINAL PATENTED



• PRODUCT •

KILL-A-WEED
MAGIC WAND



SPOT CONTROL

KILLS DANDELIONS \$1.98
PLANTAIN & BROADLEAF

\$2.29 With Weedicide

Permanently!
WITH A TOUCH •
AS FAST AS YOU WALK
AND PROTECTS LAWNS •

MADE OF COLORFUL, NON-CORROSIVE PLASTIC AND BRASS. WITH THE SALES DISPLAY UNIT, THIS IS A VERY TIMELY, GUARANTEED ITEM . . .

FOR INFORMATION ON COST AND NEAREST JOBBER
WIRE OR WRITE MANUFACTURER

• CECA CORPORATION •
1041 FLOWER ST., GLENDALE 1, CALIF.

Old," because he maintains there is nothing new in selling, just new twists to old ideas. In producing and marketing a product, everyone else is doing what you are doing, competing as to quality, price, etc.; so there must be some difference to make your product sell better. That difference is salesmanship.

Good salesmen, almost without exception, he said, have three things in common: The desire to serve, the ability to sell benefits and the courage to persuade. These characteristics may be easily remembered as the 3 S's, standing for serve, show and suggest. On the windshield of each salesman's car for his company, there is a sticker with the 3 S's to keep this motto before the salesmen.

To serve the customer is to pass on to him ideas to save him time, effort and money. Assume the customer knows nothing; give him ideas.

Show the customer the value of your product with a good selling story. Three things impress the prospect in a sales message. First are the benefits he will derive from your product; most products are bought because they will do something for the user. The second part of the sales message should be devoted to testimonials. Do not tell the customers that you know your product is the best; tell him about how someone else buys it and finds it to be the best. And third, keep your sales message "in shirt sleeves." That is, talk to the customer in language he can understand.

The saying that anything worth having does not need to be sold is a false concept, said Mr. Gove.

The third S for selling asks the customer to buy. Do not high-pressure the prospect into buying; do not use cute techniques, but use the "I suggest" method—what could be more sincere than "based on our and others' experience with our product, I suggest. . ."

In closing Mr. Gove left these final thoughts: "Be yourself, but be your best self. Be a go-giver, not a go-getter."

NURSERY EXPANDS

Dwarf Fruit Nurseries, Albuquerque, N. M., opened a complete nursery and garden center recently at a new location consisting of two and one-half acres.

Plans for future expansion call for 400 feet of lath houses arranged for self-service merchandising.

AMERICAN NURSERYMAN



THE GLEDHILL LAND LEVELER

Positively guaranteed to be worth its price—by your own admission—or your full purchase price refunded. What could be fairer?

Hundreds upon hundreds of nurserymen and landscape gardeners tell us it's the best ever for rough grading, filling ditches, etc.

Attaches to any tractor with Ford or Ferguson-type 3-point lift.

**WITH IMPORTANT SAVINGS
AT STAKE YOU CAN'T AFFORD
NOT TO INVESTIGATE NOW!**

Write for specifications!

**THE GLEDHILL ROAD
MACHINERY CO.**

GALION, O.

Profit



Pat. Pending

ARE YOU MAKING IT?

We ship direct for you or to you...

ASK ABOUT OUR COMPLETE
PLAN — INCLUDES PLANTS

PYRAMID

(Trade Mark)

Circular Terraced Garden

Write Today

**JUDSON WHOLESALE
NURSERIES**
BRISTOL, IND.

**IT'S NEW
IT'S PORTABLE
IT'S OIL-FIRED**



USE STEAM-FLO SOIL STERILIZER For:
Greenhouse Benches . . . Inside Beds . . .
Outside Beds . . . Hotbeds . . . Etc.

PRICED ONLY \$585.00. Tires, hose and tubing not included.

CASH WITH ORDER.

Terms 3% discount.

F. O. B. Cincinnati, O.

**ALL PARTS GUARANTEED
FOR 1 YEAR.**

**WRITE FOR 1953
CATALOG...NOW!**

**STEAM-FLO
SOIL STERILIZER
*At Last***

After many years of experimenting and research, we have a steam sterilizer big enough to do your job at a very low cost. So low that you cannot afford to plant a thing without sterilizing.

You do not have to handle your soil with Steam-Flo Sterilizer.

Kills weeds, Nematodes and injurious Bacteria.

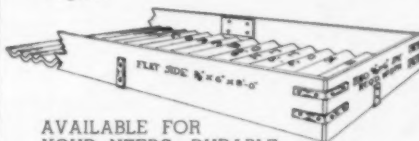
ROUGH BROS.

Kirby 6180

4227 SPRING GROVE AVE.
CINCINNATI 23, OHIO

**ORDER YOUR ASBESTOS
BENCHES NOW!**

Bench with corrugated asbestos bottom, flat asbestos sideboards, galvanized angles.



AVAILABLE FOR
YOUR NEEDS—DURABLE
LONG LIFE—ELIMINATES FUNGUS
GROWTH

WILL NOT CRACK WHEN STERILIZING

**WOOD WORKING PARTS
AVAILABLE**



ROOF RAFTERS . . . GABLE END BARS
CORNER BARS . . . SIDE WALL BARS
GUTTER PLATE . . . RIDGE CAP
GUTTER SIDING.

Let us give you a quotation on your greenhouse needs.

ADVERTISING SYMPOSIUM

[Continued from page 12]

local newspapers . . . Seattle—the local nurserymen's committee is working in cooperation with the newspapers and the University of Washington arboretum in screening horticultural advertising copy.

Recommendations of Committee

Continuing his formal report, Mr. Curtis offered the recommendation of his committee that the advertising review board and other current procedures with relation to advertising be continued. He stated that the industry should continue to cooperate with persons in the advertising field who understand the problems involved and are willing to assist in their solution.

The most dramatic recommendation of Mr. Curtis' committee was that the nursery industry approach the federal trade commission and request the FTC to call an industry-wide conference for the purpose of establishing a set of fair trade practices for the nursery industry. The committee left the final decision in this matter in the hands of the board of directors.

The next speaker on the program was Van Miller, vice-president of the National Better Business Bu-



FOR ACID SOIL PLANTS.

RELIANCE
Azalea and Camellia
SPECIAL

Already famous for use on *Azaleas and Camellias*—Fast becoming the leading plant-food for use on Magnolias, Hollies, Gardenias, Rhododendrons, Kalmia, Tea Olives, Blueberries, Tuberous Begonias, Fuchsias, etc.

Cultural Booklet—*Azaleas and Camellias*—will be sent upon request.

The RELIANCE FERTILIZER CO.
SAVANNAH, GEORGIA

BURLAP

We are now featuring NURSERY BURLAP made from GUD-AS-NU, once-used burlap . . . bright, free from printing or excessive seams.

Try a bale! If not satisfied, return to us at our expense.

ROLLED BURLAP AND ONION BAGS (OPENED).

Samples and prices on request.

ACME BURLAP BAG CO.

Box 1051

Hartford, Conn.

**WOOD
LABELS**

For Nurserymen

**DAYTON
FRUIT TREE LABEL
CO.**

Ray and Kiser Sts. DAYTON, O.



Any Implement That Pays for Itself in One Week is Worth Having.

One landscape contractor saved \$1,000 on one 132-acre job this spring. (Name furnished on request.) Every owner is an enthusiastic booster. Use an Adair digger* one week and you will never part with it.

**THAT IS WHY WE FEEL SAFE
IN OFFERING IT ON A
TEN-DAY TRIAL.**

Write for our
literature and terms.

**This offer will be withdrawn
August 15.**

*Patent Pending

CHARLES ADAIR CO.
1225 Cottage Grove Ave.
CHICAGO HEIGHTS, ILL.

COLOR SLIDES

Sparkling 2x2-in. transparencies of landscape plants and plantings to help you sell. Free list. Sample 50c.

P. O. Box 15-A, E. Patchogue, Long Island, N. Y.

Oak Park
NURSERIES

Please mention the **American Nurseryman** when writing advertisers

reau, who opened his address by reviewing the general functions of national and local better business bureaus. He explained the steps taken by these bureaus in the case of reports of misleading advertising. After obtaining all the facts available about the advertisement in question, he said, the board approaches the advertiser and urges him voluntarily to correct the misleading features of the advertisement. If the advertiser refuses, the bureau then contacts the media in which the advertising appeared and requests that no further advertising be accepted of the same character. If the cooperation of the media cannot be secured, the bureau publishes a bulletin informing the public concerning the misleading aspects of this person's advertising. If all of these measures fail, the bureau is then obliged to turn the matter over to what Mr. Miller termed the "law."

The speaker pointed out that better business bureaus prefer to settle such instances of misleading advertising privately, without bringing specific incidents to the attention of the public. He added that, fortunately, most corrections are made by the advertisers themselves, and it is rarely necessary for a better business bureau to take any of the more drastic steps.

Youth of Industry a Factor

Regarding the horticultural industry, Mr. Miller expressed the opinion that it is suffering from growing pains and that a great deal of the trouble with advertising can be attributed to this factor. He said that many persons are now buying nursery stock who never bought it before; these persons know nothing about plants and hence are easily taken in by those who are more interested in a fast dollar than in confidence and good will.

Offering three rules for horticultural advertising, which could easily be applied to all advertising, Mr. Miller said first that it must be dramatic, as it must compete with other exciting and dramatic features which the public reads in newspapers and magazines. Second, he said, horticultural advertising must be accurate, and, third, the advertiser must be able to substantiate all of his claims. Mr. Miller said that a substantiation of a claim offered by an advertiser must be accepted unless and until it is proved otherwise.

Mr. Miller registered one complaint against the established, legitimate nurserymen in saying they



**PLEASE! STOP RAVING.
ABOUT NEW YORKER'S
"NO-ROT" GREEN BURLAP
UNTIL I'VE SHAVED YOU!**

**You too will rave when you
see the FREE SAMPLES and
LOW PRICES on our
"NO-ROT" Green Burlap.**

**Send right now for your FREE
samples and the revealing "NO-
ROT" Burlap Guide showing the
way to EXTRA PROFITS.**



**NEW YORKER
BAG & BURLAP CO.**

1219 PROSPECT AVE. • N. Y. 59, N. Y.

Imported
**DUTCH BURLAP
SQUARES
REED MATS
...
HOLLAND and GERMAN
PEAT MOSS
CLOVERSET POTS
AVAILABLE AT ALL TIMES
...**

**New Jersey Farm Supply
Cooperative Assn., Inc.**
449 Market St. East Paterson, N. J.

A. M. LEONARD & SON
PIQUA, OHIO
Knives - Shears - Pruning Tools
Nursery Spades - Grafting Supplies
WRITE FOR CATALOG

**Sell for greater profits...
use for greater profits**
FREE SAMPLE, literature, sales
aids, prices. Write today to:
PLANT MARVEL
"Food as you water"
822 W. 119th St., Chicago 28

THE GILL SOIL PULVERIZER

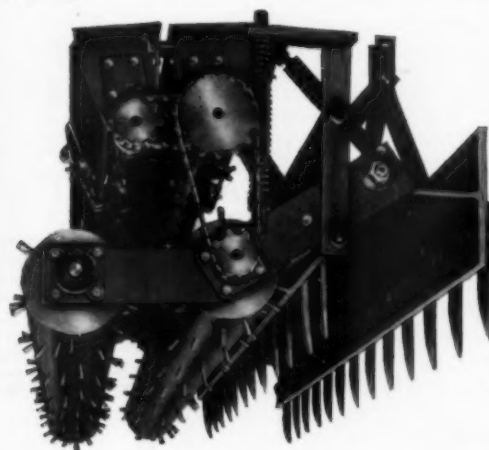
SCARIFIES — LEVELS — PULVERIZES — SEEDS

HAND RAKING IS OUTLAWED: THE GILL SOIL PULVERIZER TAKES OVER

SPECIFICATIONS

Weight 500 Pounds
Beam 6 Ft. Long
Steel Roller 5 Ins.,
with 110 Spikes
Dustproof Ball Bearings
Spring Tension on Roller
for Additional Weight on Roller
Patented in U. S. Patent Office
No. 2-574-385

We wish it were possible to point out the value of this machine in your work. If you have done very much lawn preparation and seeding, you can look at this piece of equipment and visualize what it will do. It is not necessary for you to see this equipment in operation to satisfy your mind as to whether it will be profitable for you or not. We know it will take top priority over all the other equipment you have. We are shipping this equipment into thirty states and Canada from this ad, and, if you could hear the reports we receive from our customers, you would pick up your telephone and order one or more today. Here in our local county, we have over 100 pulverizers in operation and about the same number in Atlanta, Ga. Some of the larger operators have as many as four pulverizers. You can judge from this as to the merits of our equipment. Hard, tight soil is no problem, as the pulverizer will work to your satisfaction in any type soil and will do at least 60 per cent of your grading.



Manufactured by **GILL MANUFACTURING CO.** (J. F. Gilreath, Mgr.)
2032 S. Tryon St., P. O. Box 3626, CHARLOTTE, N. C. (Phone: 2-0718)
For Further Information Contact Us or Your Local Dealer. On your inquiry, please state the name of the major city nearest you.

are not consistent in their estimation of what is right and what is wrong in the field of horticultural advertising. The standards promulgated by the American Association of Nurserymen are helpful, he said, but are not definitive enough. He asserted that the federal trade commission rules for the gladiolus industry are the only definitive rules in the horticultural field now available and called for the establishment of similarly useful rules for other segments of the horticultural industry.

New Attitude in Government

James A. Horton, director of the bureau of industry cooperation for the federal trade commission, opened his address by assuring the nurserymen that since the installment of the new administration this past January there has been a change in the state of mind of the American government, a change which should benefit private individuals and business. He told the audience that it should regard the government as its friend.

The nursery industry, he continued, has shown phenomenal growth in the past few years, adding that the building boom, which shows no signs of abatement, offers an even

Waldor Aluminum Greenhouses

Tomorrow's greenhouse — today!



The best greenhouses — the best values! **ALL - ALUMINUM** — no rot, rust, or termites! Easily erected—most modern design. Extendable to meet future needs.

**LOWEST freight costs!
LOWEST erection costs!
LOWEST maintenance costs!
TEN-YEAR WARRANTY!**

Small and large — for home and commercial use.

Write: DEALER INQUIRIES INVITED.

WALDOR GREENHOUSES

Box 188-C

SALEM, MASS.

The BEST greenhouses available — ANYWHERE!



ZIP-STAY LABELS

The Nurserymen's favorite
"Serving Nurserymen Since 1901"

ZIP-CLIP LABELS



OUR NEW PLASTIC LABEL

Please write for prices and samples.

OHIO NURSERY LABEL CO.
P. O. Box 677 Elyria, Ohio

EDCO IRON

The new chelated organic iron*

Recommended for trial for Chlorosis of Azaleas, Gardenias, Citrus, Roses and similar plants.

5 lbs.—\$2.00 per lb., delivered

50 lbs.—1.50 per lb., delivered

100 lbs.—1.00 per lb., delivered

Usually applied at rate of 1/4 to 1 oz. per 100 sq. ft., or as a spray at 1 to 4 lbs. per 100 gals. of water.

DIRECTIONS ON LABEL

*Contains "Sequestrene" Brand

EDCO CORP.

ELKTON, MD.

NEW BURLAP NEW

NURSERY SQUARES

— LOWEST PRICES —

18 x 18.....	Per 1000
20 x 20.....	\$21.90
24 x 24.....	27.00
28 x 28.....	38.90
	53.00

Other Sizes Priced Proportionately — Quoted Upon Request

AMERICAN SANITARY WIPING CLOTH CO.

7 Market St., PATERSON, N. J.

Phone: Armory 4-7743

brighter future. He praised the industry for its service to the public. He deplored the fact that there is a minority within the industry which, by using false and misleading advertising, causes injury to the entire industry.

Advertising, he said, must be judged according to the extent that it offers the consumer intelligent information enabling him to make purchases of goods and services in an intelligent manner. In addition, he continued, advertisers must cultivate the confidence and good will of the consumer. When an advertiser destroys good will he injures not only his own industry, but the entire field of advertising.

He stated that the federal trade commission looks upon misleading advertising as an attempt by an individual firm to gain an unfair competitive advantage by attributing qualities to its merchandise that do not exist.

The federal trade commission's bureau of industry cooperation was created in 1950 for the purpose of securing voluntary compliance with the laws, Mr. Horton continued. The bureau informs industry of the requirements of the law and enters into individual and industry-wide agreements for the purpose of upholding the law. The bureau offers industry the opportunity to study unfair practices and to work out methods for solution. It seeks not to restrict competition but to create a vigorous competition under high ethical standards.

Mr. Horton offered the services of the federal trade commission in assisting in the promulgation of a set of trade practice rules for the horticulture industry. He said he would welcome a close relationship between the commission and the horticulture industry.

ARROW/NAMSCO PEATS = SALES REPEATS



Prompt Shipments
"HOLLANDIA" BURLAP
SQUARES
REED MATS

for Coldframes

Write for Prices
State Requirements

NEW AMSTERDAM IMPORT CO.
122-A Chambers St., New York 7, N. Y.

HYPONEX PLANT FOOD

Grows Better Plants Faster
In SOIL, SAND or WATER

SELL HYPONEX for extra profit. Nationally advertised. Millions are now buying it for house plants, garden flowers, vegetables, lawn...
USE HYPONEX for top dressing, seedlings, cuttings, transplanting and general feeding of plants. Produces sturdier stock in less time.



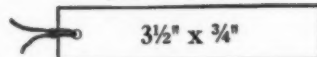
Retail Price	Dealer & Grower Cost
1-oz. pkt. 10c—72 to cs. wt. 7 lbs. . . . \$ 4.80 case	
3-oz. can 25c—36 to cs. wt. 12 lbs. . . . \$ 6.00 case	
7-oz. can 50c—24 to cs. wt. 14 lbs. . . . \$ 8.00 case	
1-lb. can \$ 1—12 to cs. wt. 16 lbs. . . . \$ 8.00 case	
10-lb. drm. \$ 8—individually packed. . . \$ 5.33 each	
25-lb. drm. \$15—individually packed. . . \$10.00 each	
50-lb. drm. \$25—individually packed. . . \$16.67 each	
100-lb. drm. \$40—individually packed. . . \$26.67 each	
1 lb. makes 100 gallons liquid plant food.	

If Your Jobber Cannot Supply You, Order Direct.

HYDROPONIC CHEMICAL CO., Inc., Copley, Ohio, U.S.A.

ALUMINUM TAGS

(All-weather)



- Patented cardboard backing permits easy embossing with ordinary lead pencil.
 - Heavy eyelet. Copper-wired.
 - Attractive silver Aluminum, backed with yellow cardboard.
 - Inexpensively priced:
- | | |
|------------------------|----------------------|
| 1000 for . . . \$14.00 | 250 for . . . \$5.00 |
| 500 for . . . 9.00 | 100 for . . . 2.50 |

Write for samples.

BERRYHILL NURSERY CO.
P. O. Box 696 Springfield, Ohio

SUCKING INSECTS???

Don't feed them — use

C. P. O. SOAP SPREADER

Used extensively for twenty years to control scale insects, red spiders, lace bugs, aphids on ornamental nursery stock. Safe for summer use.

55-gal. drum . . . \$77.00	30-gal. drum . . . \$45.00
5-gal. drum . . . \$8.50	

All prices F.O.B. Philadelphia, Pa.

CRYSTAL SOAP & CHEM. CO., Inc.
6300 State Road, Philadelphia 35, Pa., Dept. AN.

- TURN WASTE, GARBAGE, GRASS, LEAVES INTO EXPENSIVE FERTILIZER.
- BEAUTIFY YOUR LAWN AND GARDEN.
- EASILY BUILD HUMUS, NEW TOPSOIL with GARDENER'S FRIEND COMPOSTER



The waste you now burn will make the finest fertilizer, which your garden and lawn need so much to produce a rich growth. Inexpensive. Dealers — write for offer.

O. E. ZIMMERMAN, Mfr.
FAIRFAX, MINN.

A. A. N. GENERAL SESSIONS

[Continued from page 9]

governors authorize the market development and publicity committee to spend \$36,000 for the fiscal year 1953-54. This would be \$3,000 more than the \$33,000 which was authorized for 1952-53. The authorization was granted unanimously in a voice vote by the board of governors.

In his treasurer's report, John D. Siebenthaler announced a cash balance on hand as of June 30, 1953, of \$176,590.41. This compared favorably with the cash balance as of June 30, 1952, which was \$142,439.67. Mr. Siebenthaler proposed a budget for the 1953-54 fiscal year of \$88,365.43. This is \$10,167.55 greater than the 1952-53 budget and is \$9,713.42 more than actual expenditures for 1952-53.

Two Nurserymen Present Gavels

There were two gavel presentations at the Monday morning session. The first was made by E. H. Costich, Westbury, N. Y., who presented a gavel made from ship-mast locust, a sturdy type of black locust which was compared in strength and lasting qualities to the American Association of Nurserymen by Mr. Costich. Lester C. Lovett, Little Silver, N. J., presented a gavel made from wood taken from the house in which Alexander Wollcott was born in the Phalanx Sociological Experiment in New Jersey.

After the conclusion of the morning session, the conventioners adjourned to the Grand ballroom for the keynote luncheon. The speakers' table on this occasion was occupied by garden editors of consumer publications, who were guests of honor of the association.

The Baby Rambler award, presented for outstanding contributions to the nursery industry, was given to William J. Smart, of D. Hill Nursery Co., Dundee, Ill. The presentation, a combination clock and barometer in nautical style, was made by W. D. Cole, of the Cole Nursery Co., Painesville, O. Mr. Smart was cited for his many successful efforts in arranging special events at past A. A. N. conventions and for his many services to the national organization and to the Illinois State Nurserymen's Association.

The keynote address was delivered by Arthur S. Flemming, director of the office of defense mobilization. Mr. Flemming reviewed generally the accomplishments of the Eisen-

Protect your TREES with CHASE Spiral Tree Wrap



Both Tree Wrap and Nursery Squares made from crinkled kraft paper, laminated with asphalt. Special Wrap comes in easy-to-handle rolls, in varying widths. Protects against sun scald, severe frost, rodents, and abrasions. Maintains moisture content of bark.

CHASE DUPLEX NURSERY SQUARES

Have many protective uses. Come in wide variety of ready-cut sheet sizes to save you time and labor.



Mail
this Coupon
TODAY!

Chase Bag Co.
309 W. Jackson Blvd., Chicago 6, Illinois

Gentlemen:

Please send me more information about

- ☐ Chase Duplex Tree Wrap
- ☐ Chase Nursery Squares
- ☐ Please have salesman call

Name.....

Address.....

.....

CHASE BAG CO.

General Sales Office: 309 W. Jackson Blvd., Chicago 6, Illinois

Branches Located Coast to Coast

PRINTING FOR NURSERYMEN

Better Quality—Lower Prices
Prompt Service

Moisture-resistant labels, plain or printed, single or sheets for typewriter use. Wide variety, lowest prices. Shipping tags, color broadsides, catalogs, price lists, order blanks, order books, stock records, gummed labels, blotters, salesbooks, distinctive stationery.

Letterpress and offset printing. Write for free samples and prices.

THE TINGLE PRINTING CO.
SINCE 1907 PITTSTOWN, MD.

AMAZING LAWMAKER

Puts in complete lawns. One man does up to 30,000 square feet per hour. Tested. Approved. Write for details.

LAWMAKER

1019 N. Center Road Saginaw, Mich.

The SALEM Keal-Reel

PATENTED

The best portable
hose reel made!

- All-metal construction.
- 36 ins. high; holds 150 ft. of hose.
- Accessory hose connection included.
- Water passes through coupling into hose on reel.

Retail price, \$14.95—Dealer's price, \$9.95

Write for further information.

The SALEM TOOL CO., Salem, Ohio

This unretouched photo shows **JUNIUS PEAT** (center pot) in a test with four other brands of national reputation.



PROOF

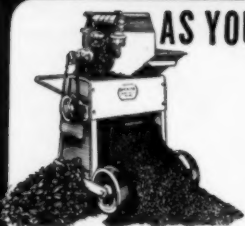
of the superior quality of this unusual mixture of sphagnum, sedge and reed peats.

Six BIG (5-bu.) bags for **\$11.40**, F.O.B. our plant.

JUNIUS PEAT COMPANY

481 So. Main St.
GENEVA, N. Y.

COMPOST — AS YOU LIKE IT



**SCREENED
SHREDDED
GROUND
MIXED
PILED**

Make perfect compost with this portable, gas or electric-powered compost grinder that's designed for easy moving. Grinds, shreds and screens tough organic matter, wet or dry, into compost material, mulch or fertilizer. Mixes and screens soil, compost and other fertilizers fine enough for seeding flats. Separates trash. Sold with or without motor. Write for literature and dealer's name or order direct. \$124.50, less motor, F.O.B. Wichita.

W-W GRINDER CORP.

DEPT. F

WICHITA, KANSAS

SEQUESTRENE OF IRON

now available for treating

CHLOROSIS

\$25.00 for 10-lb. drum.
\$2.25 per lb. in 50-lb. drums.
\$2.00 per lb. in 100-lb. drums.

Shipped prepaid, cash with order.

J. S. WELLS

Box 45, DEERFIELD, N. J.

FERTO-POTS. Plant ents pot. \$12.00 per 1000 up.
BONE MEAL IMT. 2 1/2% per cent N. 20 per cent P.A. \$50.00 per ton C.L.
INSTANT COW MANURE. 10c pkt. makes 1 gal. 6 doz. for \$3.60.
COMPOST. Cow manure and minerals. \$40.00 per ton.

ALLEN CO. PITTSBURY, N. J.

hower administration during the past six months, with emphasis, of course, on his own office.

The speaker termed the times in which we live an age of peril and quickly added that an armistice in Korea will not diminish the peril, as the Korean war is only one factor in the unsettled world conditions.

Mr. Flemming mentioned the streamlining of the office of defense mobilization as part of the over-all program of the present administration to take government out of the job of trying to control the nation's economy and to allow the economy to work out its own problems without government interference.

The office of defense mobilization, he continued, has issued a mobilization readiness policy statement, which calls for development, in cooperation with military authorities, of a program of basic industrial readiness for production of war or war-related goods.

Thursday Business Session

The final general business session was held Thursday morning and opened with a report of the special committee on training, with Lewis C. Bookwalter, chairman, making the report. Mr. Bookwalter's remarks were supplemented by Robert Hobbs and Jack Siebenthaler, other members of the committee.

The committee, which was appointed in January, 1953, has taken the following actions:

1. Sent out to the association membership a preliminary questionnaire to determine the desire and need for trained nursery personnel.
2. Compiled the results of the questionnaire and made them available to the members in brief form.
3. Surveyed all land-grant colleges in the United States to determine institutional interest in 2-year courses.
4. Visited Ohio State University and consulted with Dean Hutchison and Dr. L. C. Chadwick.
5. Visited with Carl Wedell, Long Island Agricultural and Technical Institute, Farmingdale, N. Y.
6. Consulted with individual members of the industry.

The committee plans to appoint a subcommittee to examine educational facilities throughout the country; send a questionnaire to the trade to receive suggestions for a 2-year curriculum, and to concentrate its efforts in each geographical area to encourage the setting up of 2-year courses in selected schools.

The committee reported returns of the questionnaire which had been

THE GENUINE REDHEAD CAN SHEAR— cuts ALL cans



- **CLEANLY**
- **SWIFTLY**
- **SAFELY!!**
- It's - ALL-steel, zinc-plated.
- Its blade is heat-treated Carbon Spring.
- Its face plate is reversible, hardened.
- Has adjustable tension.

USE THE REDHEAD—SELL IT, TOO!
(Home gardeners' OPS Retail \$7.50)

Nursery Prices:
1 only...\$ 4.75 & for...\$30.34
3 for...\$17.50 12 for...\$4.00
F.O.B. Berkeley, Calif.
Pkg. wt. ea. unit 4 1/2 lbs.
The Redhead has been imitated!

Look for this 'Handy-Man' label! It guarantees the REDHEAD, only! (We don't repair the imitations.)



Ayer-Line INDUSTRIES, INC.
709 Jones St. BERKELEY 10, CALIF.

The Original SWISS ROTARY TILLERS



**REPAIR
PARTS
AVAILABLE
FOR
ALL OLD
MODELS**

Best for
35 Years

Mfd. by **SIMAR** since 1918

Write for details of new models.

E. C. GEIGER CO.
P. O. Box 270

NORTH WALES, PENNSYLVANIA
U. S. A. Distributor



MARK
YOUR PACKAGES
WITH THIS STAMP

*Clearly
Quickly*

This stamp has interchangeable type to change the size, grade and brand in a second. It SPEEDS YOUR MARKING 200%. Can be made to meet requirements of every state. Write for price and folder.

MASSACHUSETTS
MIN. SIZE 2 1/4" FANCY
Mass. Approved-Crate
GREENINGS
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Bottom . . . 3 1/2 ins.
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Weight per 100
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100 . . . \$2.75 1000 . . . \$25.00
Heavy Weight Price
100 . . . \$3.75 1000 . . . \$35.00

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Bottom . . . 5 ins.
High . . . 6 ins.
Weight per 100
Regular 15 lbs., Heavy 35
100 . . . \$4.00 1000 . . . \$37.50
Heavy Weight Price
100 . . . \$5.25 1000 . . . \$50.00

Size 2 Top . . . 7 ins.
Bottom . . . 5 1/2 ins.
High . . . 8 ins.
Weight per 100
Regular 24 lbs., Heavy 55
100 . . . \$4.50 1000 . . . \$42.50
Heavy Weight Price
100 . . . \$5.75 1000 . . . \$55.00

Size 3 Top . . . 8 1/2 ins.
Bottom . . . 6 1/2 ins.
High . . . 9 ins.
Weight per 100
Regular 30 lbs., Heavy 70
100 . . . \$5.00 1000 . . . \$47.50
Heavy Weight Price
100 . . . \$6.25 1000 . . . \$60.00

Size 4 Top . . . 8 1/2 ins.
Bottom . . . 7 1/2 ins.
High . . . 9 ins.
Weight per 100
Regular 30 lbs., Heavy 70
100 . . . \$5.00 1000 . . . \$47.50
Heavy Weight Price
100 . . . \$6.25 1000 . . . \$60.00

Size 5 Top . . . 12 ins.
Bottom . . . 10 ins.
High . . . 12 ins.
Weight per 100
Regular 30 lbs., Heavy 70
100 . . . \$5.00 1000 . . . \$47.50
Heavy Weight Price
100 . . . \$6.25 1000 . . . \$60.00

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mailed out to the A. A. N. membership in March, 1953. These returns showed that of 281 firms replying, 268 stated they needed trained personnel, 13 were not interested and 241 stated they would definitely participate in a training program. These figures indicated to the committee a strong reaction favoring the program.

The committee concluded that the ultimate success of the nursery personnel training program depended upon the cooperation of the members of the industry and educational institutions. A few points for effective cooperation are, in the words of the committee: Cooperation between state associations and cooperating schools; assuring cooperating schools of adequate students; cooperation in furnishing proper on-the-job training, and cooperation in giving suggestions and replying to questionnaires.

The next item on the program was a reading of the report of the necrology committee, which was done by Kenneth A. Brent in behalf of F. R. Kilner, chairman of the committee.

Dues Committee Reports

The final committee report of the 1953 session was that of the special committee on dues calculation, presented by its chairman, Charles Armstrong. The recommendation of this committee was that minimum dues of the association be raised from the present \$15 to \$25 and that dues of associate members be raised from \$25 to \$50. After much discussion and a number of suggestions from the floor, which included a proposal

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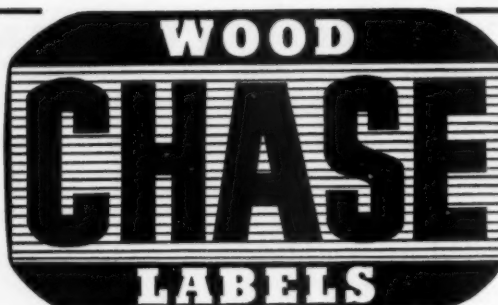
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1953

to correlate dues payments with the number of employees at a particular nursery, the committee's recommendation to amend the bylaws was withdrawn for the present, to receive further study and possibly be resubmitted at a later date.

One of the interesting facts brought out in a discussion on the dues revision was that the over-all cost to the association for services averages \$50.98 per member. This compares to an over-all cost five years ago of \$47.90, an insignificant increase in cost that has taken place since 1948.

Winding up the agenda, the board of governors in quick succession approved the general budget for 1953-54 and the market development and publicity budget for 1953-54 and confirmed Minneapolis, Minn., as the site of the 1954 convention.

The board then heard J. Awdry Armstrong, Jack Evans and Herman Sandkuhle issue a formal invitation to the association to hold its 1956 convention at Los Angeles. In a subsequent vote, the California city was approved as the site of the 1956 convention.

Two invitations were received for 1957, one from Miami Beach, Fla., and one from Atlantic City, N. J.

PACKING FOR SHIPMENT

According to an article that appeared in a recent issue of the Gresham, Ore., Outlook, favorable results have been noted in the use of glass fiber for packing plants for shipment to distant points.

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A. A. R. S. MEETING

[Continued from page 13]

during the past year members of All-American Rose Selections had supplied samples of the two 1954 All-America winners, Mojave and Lilibet, to 112 municipal and public gardens throughout the country and had furnished semipermanent variety markers so that the viewing public can readily identify the plants. In these gardens, the public can see the new All-America winners in bloom before they are actually placed on sale.

CAMELLIA SELECTIONS

At the annual meeting of All-America Camellia Selections, July 22, at the Waldorf-Astoria hotel, it was decided that a new official test garden would be established this year in North Carolina. It is hoped that some hardier varieties will be developed in the near future, and, to determine cold resistance, a demonstration garden is planned on Long Island.

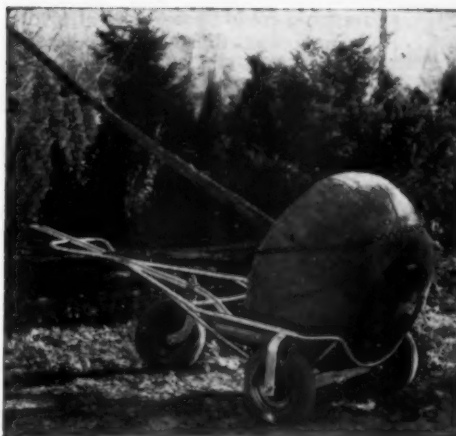
Officers were re-elected for another term and are the following: President, Herbert Swim, Armstrong Nurseries, Ontario, Calif.; vice-president, Elwood Stephens, Semmes Nurseries, Semmes, Ala., and secretary, David Cook, California Camellia Gardens, North Hollywood, Calif.

Directors again will be Mr. Swim and Mr. Stephens; Martin Usrey, Monrovia Nursery Co., Monrovia, Calif.; C. Norwood Hastie, Jr., Magnolia Gardens, Charleston, S. C., and Ed Arneson, California Camellia Gardens, San Fernando, Calif.

ASSOCIATION SECRETARIES

The group called the Nursery Association Secretaries held its annual meeting July 21 at the Waldorf-Astoria hotel and elected Elmer Merz, secretary of the California Association of Nurserymen, as their new president. Arthur C. Bird, secretary of the Connecticut Nurserymen's Association, was elected vice-president, and Frank Turner, secretary of the Ohio Nurserymen's Association, was re-elected secretary-treasurer.

Upon learning that the office of the American Association of Nurserymen at Washington had some 135 copies of the secretary's manual on hand, the group approved a proposal to offer these manuals for sale to organizations outside the nursery industry at a price of \$5 a copy. It was felt that some of the copies



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on hand could be disposed of in this manner and that there would still be a sufficient number remaining for the future use of nursery association secretaries.

A lengthy discussion was held concerning the matter of standardized qualifications for membership in state associations. It was pointed out that some state associations have exacting requirements for membership, while others require only that the prospective member hold a state license to deal in nursery stock. Because the members felt that they could not solve the problem at a meeting of this type, it was referred to a committee consisting of the association's officers for further study and report.

PROTECTIVE GROUP MEETS

At a well-attended breakfast meeting, held July 21, at the Waldorf-Astoria hotel, New York, the American Nurserymen's Protective Association elected John W. Kelly, Kelly Bros. Nurseries, Inc., Dansville, N. Y., as its new president. J. B. Fitzpatrick, Texas Nursery Co., Sherman, Tex., was elected vice-president.

Elected to the executive committee for 2-year terms were William Flemer III, Princeton Nurseries, Princeton, N. J.; Henry Homer Chase, Chase Nursery Co., Chase, Ala., and A. W. Krieger, Krieger's Wholesale Nursery, Bridgman, Mich. Holdover directors include J. Frank Sneed, Sneed Nursery Co., Oklahoma City, Okla.; Edward L. Baker, Baker Bros., Fort Worth, Tex., and C. Bert Miller, Milton Nursery Co., Milton, Ore.

MAIL-ORDER MEETING

A review of the program for the coming meeting of the National Mail Order Nurserymen's Association was the highlight of an extremely brief breakfast meeting held by that group at the Waldorf-Astoria hotel, New York, July 22.

An excellent turnout was on hand to hear Kimball D. Andrews, Fairbault, Minn., describe the activities that will take place August 3 and 4 at the Hotel La Salle, Chicago.

Brief discussions of fair trade practices (which were covered at greater length at the A. A. N. Wednesday morning session) and increased postal rates completed the meeting. It was believed by some that the average postal rate increases will be more than the 36 per cent announced by the Post Office Department.

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